**Fit Meeting Script**

**Client Onboarding STEP 5**

Purpose: Gather information necessary to assess FIT.

*It is important to remember that you are not required to recite this script word for word. Use this script to guide your FIT meeting. Your goal is to personalize this script so that it feels natural for you.*

**Instructions:**

This document has 2 types of text.

* Your script (what you would say to the client) is in regular text type.
* Your instructions for actions are in ***bold italics****.*

GREETING

***Welcome client and establish a rapport with them.***

* Hello Mr. and Mrs.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* How have you been?
* Did you find our office easily? [***If a new client***].

***Make small talk (weather, sports, families, anything to establish common ground) – no more than a couple of minutes.***

Once the welcome and rapport building are well-established, proceed with the meeting.

1. MEETING OVERVIEW

* Here is the agenda for today’s meeting [**give them a copy of the agenda**].
* I want to begin by saying that there will not be any decisions made today.
* Our purpose today is to determine if there is a FIT.
* We use the FIT process to ensure that we are mutually committing to a long-term relationship fully understanding each other.
* I will consider your objectives and if you are looking for services that we can provide.
* You need to consider:
  + Our philosophy and approach to financial planning.
  + Our ability to provide you what you are looking for.
  + Your desire to trust us and begin a long-term relationship.
* I’d like to tell you about myself and our approach to financial planning at [Credit Union/Organization].
* I want to share some ideas on how I can help you achieve your goals.
* We will also spend some time discussing the financial planning process. And, the ways that it can help you to mitigate the effects of Critical Financial Events in your life.
* Then we will turn our attention to your goals and What’s Important to You.
* I want to understand what you expect from the financial planning process.
* Do you have any questions?

1. AN INTRODUCTION TO OUR TEAM & OUR APPROACH

**OUR TEAM OF PROFESSIONALS AND ORGANIZATION**

**About Our Team**

* Now, I’m going to tell you a little bit more about me (and my Assistant).
* ***Add custom scripting here regarding professional credentials, experience and personal interests.***
* ***Make sure the information here is consistent with your biography. This should include your strengths.***
* ***Be passionate about why you do what you do! What is your story? Include some items that make you three-dimensional (interests, passions, etc.)***

**About Our Organization**

* I think it’s important you know something about the Credit Union/Organization I work with and represent.
* ***Add this scripting for existing clients referred up through the branch:***
  + Even though you’ve been a client with us for [x] number of years, we just want to take a few minutes to review this.
  + Some of this you may already know, but some of it you may not.
* [Credit Union/Organization] offers a full array of financial planning and banking solutions to their clients.
* ***Add custom scripting here to describe [Credit Union/Organization] as it relates to scope of resources and how it benefits clients.***
* Our branch staff provides clients with…daily banking, loans and personal lines of credit, etc. (this should be a comprehensive, but succinct overview of the various types of solutions the branch can provide for its clients).
* Our branch staff is also able to provide commercial services and assist business owners in a variety of ways.
* Now, our financial planning subsidiary is a natural extension of the work our branch does for clients.
* Financial Planners, like me, work with our clients who need more comprehensive investment, insurance, retirement planning or estate planning advice.
* Licensing and various Financial Acts require that this next level of planning and financial needs are met by qualified licensed professionals.

**FINANCIAL PLANNING & YOUR CRITICAL FINANCIAL EVENTS**

* I engage in complete financial planning with my clients.
* What this means is that, if you become a financial planning client, I will help you to attain financial independence and to achieve your goals.
* I view financial planning as an ongoing process.
* Our financial planning process involves understanding the concept of Critical Financial Events. These events are anything and everything that pertains to and affects your finances either now or in the future.

*Refer to Critical Financial Events Graphic 1*

* It could be retiring, planning for a child’s education, getting a raise or even losing a job.
* Some of these things we like to think about, others we don’t - but we still need to plan for them.
* Critical Financial Events are sometimes predictable but are often random or unexpected. They always have a profound impact on peoples' lives. You will be much happier throughout your life and have greater peace of mind if you have planned for the different possible events that can occur.

**YOUR PERSONAL FINANCIAL PROFILE**

* Our purpose is to cushion the effects of the Critical Financial Events in your life so you stay on track and reach your financial goals and objectives.
* We do this by first examining your current financial situation.
* Just as a doctor takes your medical history before making any treatment recommendations, I need to have a complete understanding of your financial health before giving you any advice[[1]](#footnote-1).
* If we decide to proceed, at our next meeting we will complete your Personal Financial Profile like this one - *Show your Plan Plus Fact Finder.*
* Based on this information, we propose a series of financial recommendations and solutions.
* We explain the options available to you and discuss the implications of each one.
* Our clients need to understand how each option will affect their financial affairs now and in the future.
* We then suggest the approaches that will help the client meet their needs and we implement the strategies we agree upon.

**YOUR PERSONAL FINANCIAL ORGANIZER**

* It’s quite common for us to hear from the people we work with how easy it is to become a bit disorganized with respect to all the areas of your money – the fact is there are many different aspects and decisions to be made when it comes to your financial stability and future prosperity.
* We are committed to helping you simplify and organize your wealth.
* For those with basic financial planning and investment management needs, we use this simple yet meaningful Personal Financial Organizer. This helps us coordinate and stay on top of the various aspects related to your money when they become relevant and important to you.

*Show sample of Personal Financial Organizer - Basic*

* Once financial needs migrate from basic to more complex and/or investment management needs become more significant, we use this Personal Financial Organizer to help you stay organized. Although we would love to be able to provide one of these to everyone, the reality is not everyone we work with needs one yet and we don’t have the capacity in terms of human power to do so. We hope this helps you understand if you don’t receive one at the outset of our relationship.

*Show sample of Personal Financial Organizer – Sample PFO Binder*

* We meet with our clients regularly to monitor their Personal Financial Organizer and to ensure that they are prepared for relevant Critical Financial Events.

*Refer to Partnership Graphic 2*

* We will also ensure that our clients are kept up-to-date on any changes that may occur and we expect them to do the same.
* From time to time, we invite our clients, and their friends and associates to events or workshops.
* These meaningful and informative sessions let you learn about new and relevant ideas, to meet people, and to have fun.

**UNDERSTANDING OUR FEES**

* Financial Planning is a service included as part of your membership with the Credit Union/Organization. I provide complete financial planning and want to be recognized as your primary Financial Planner.
* It’s important you know that all our financial planning clients receive a Letter of Engagement, which fully describes our compensation and that it is our responsibility to discuss any fees associated with investment transactions with you. We will review this document in more detail with you when the time comes.
* Rest assured that all fees are fully disclosed and always within industry standards.
* This information is available for you at any time so please do not hesitate to ask me for clarification.

*IMPORTANT: Everything up to and including this part of the Agenda should be scripted and rehearsed so that it can be delivered in 15 minutes or less. That leaves the balance of the meeting to get to know more about the potential new client, their situation and their goals& objectives.*

1. GETTING TO KNOW MORE ABOUT YOU

**UNDERSTANDING YOUR EXPECTATIONS OF A FINANCIAL PLANNER**

* Now that I’ve told you a bit about myself and what we do at [Credit Union/Organization], I’d like to spend the rest of our time together learning more about you and what you are looking for.
* It’s important that I understand your expectations and a bit about your past experiences with other financial professionals.
* To do so, I’m going to walk through our New Client Information Form with you right now.

*Have the “Understanding Your Expectations” ready to complete.*

*Ask each of the questions to the potential new client.*

*Allow them to answer and explain.*

*Ask probing questions where you feel appropriate.*

* ***When the form is complete, ask them***: Is there anything we haven’t covered yet related to your expectations that I should be aware of?

**WHAT’S IMPORTANT TO YOU?**

* Next, I want to get an understanding of what is important to you, and what your goals and objectives are.
* To start this discussion, please fill out this handout.

***Give them the “What is Important to you? Handout. If there are two individuals at the meeting provide each of them with their own “What is Important to you?” Handout.***

* Please, check the 3 things that are most important to you on this list.

***Allow them the time to complete the form. Some people will take longer than others. After they complete the worksheet, discuss their choices with them.***

* \_\_\_\_\_\_\_\_\_\_\_\_\_means different things to different people.
* Help me understand what \_\_\_\_\_\_\_\_\_\_\_\_\_means to you.
* That’s interesting……do you mean (rephrase what they said).
* What I hear (see or feel) is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. MEETING WRAP UP

* [Potential New Client] the purpose of today was to determine if there was a fit.
  + ***Refer to next page for alternate ‘fit’ ending for members only***.
* The last item on our agenda is “Where do we go from here?”
* Over the next 2 days, I want you to think about what we covered here today and whether there is a fit based on your needs and expectations. I will be doing the same thing – considering your situation and determining if I am the one best suited to meet your goals and objectives.

***The goal here is to ensure new clients are aligned with the appropriate representative at the Credit Union/Organization. Financial Planners are a scarce resource and need to focus their time and energy on financial planning clients.***

* What would be a convenient time for me to call you and discuss this? Where would I reach you at that time?

***Make sure you call the decision-maker and be very specific about where and when you will contact them.***

* If we decide to proceed, we will book our next appointment at that time.
* Any questions? Great, so we will talk on [Date & Time].

*Special Note: If this prospect IS a client of the Credit Union/Organization, you can use the alternate Fit Scripting to honour the fact they are familiar with the organization. Be clear that ‘no decisions’ are expected to be made today, however if they are ready to proceed you can go ahead and book the 2nd Appointment.*

* [Existing Credit Union/Organization Client] the purpose of today was to determine whether there was a fit.
* The last item on our agenda is “Where do we go from here?”
* We appreciate this is an important decision and as such, we typically ask that you think about what you’ve learned about us and our ability to meet your expectations. And, we prefer to give you a couple of days to do so at which time we follow up by phone to discuss the decision.
* However, we recognize you are already loyal clients of the [Credit Union/Organization] and based on what you’ve described to me today about your situation, I believe we are can help you achieve your goals and objectives.
* Therefore, if you need the extra time to think about it, please do so and we will respectfully call in you in a couple of days.
* However, if you believe based on what you’ve heard today that we can deliver what you are looking for and you are comfortable doing so, we can go ahead and arrange our next meeting.

***If they do need more time to think about their decision:***

* + I appreciate that and would be happy to call you in a couple of days once you’ve had more time to think about all of this. What would be a convenient time for me to call you and discuss this? Where would I reach you at that time? Great, so we will talk on [Date & Time].

***Make sure you call the decision-maker and be very specific about where and when you will contact them.***

* + If we decide to proceed, we will book our next appointment at that time.

***If they do NOT need more time to think about their decision:***

* + That sounds great. Let’s go ahead and get our 2nd Appointment scheduled. How does this day work for you (about 1-2 weeks out)? Would [this] time work for you? Also, I’ll send you a letter/email which includes a list of items you need to bring to our next meeting. Great, I’ll see you on [day] and [time].

1. Alt text: “Just as a coach decides on the best game plan for his players, this information will allow me to recommend the best financial strategy for you. Once we understand your current financial situation, we will implement a game plan to help you to achieve your goals.” [↑](#footnote-ref-1)