## STRATEGY 5: NAIL THE WEALTHY CLIENT EXPERIENCE

## Second-Opinion Offer Script and Emails

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### Scripting for Making the Offer in Person

We recommend making the offer when a prospect first becomes a client during the Mutual Commitment, again at the 45-Day Follow-up Meeting and then at every Regular Progress Meeting. When making the offer in person, use this script. Make modifications as needed to match your own voice.

**“I want to offer you a complimentary service that we call our second-opinion service. It’s for the people you really care about—your friends, family members and colleagues—who may be in a complex situation or who just want to make sure they’re making smart decisions in today’s economy. We help the people taking part in this service to make informed decisions by providing them with a second opinion on their finances.**

**“When you introduce us to someone, we will take them through the same experience you’ve had with us. We’ll take them through the discovery process to get very clear on where they are now, where they want to go and what the gaps are. Then we’ll evaluate whether their current financial advisors are taking good care of them. If they are, we’ll recommend that they stay with their current advisors. If not, we’ll evaluate whether we would be the right advisors. As you know, we limit our practice to people for whom we can make a major impact. If we’re not the right advisors for them, we promise to point them in the direction of the right solutions.**

**“Whom do you know who would benefit from this service?”**

In most cases, the most effective way to establish contact with the prospective clients is to have the client contact them to let them know that you will be getting in touch with them very soon. Explain it like this:

**“We’ve found that the best way for us to get in touch with people is for you to either call or email to give them a heads-up that I will be getting in touch. I would appreciate it if you did this. You can let them know that I’m your financial advisor and that I’m offering a second-opinion service to friends and associates of my top clients. You can say that even though you don’t know whether this service is appropriate for them or not, you did ask me to reach out to them so that they can make that decision.”**

### Template for Making the Offer via Email

If you have clients who prefer to communicate with you via email, it can be effective to conduct a one-time email campaign to make your second-opinion offer to these individuals.

We recommend the following email. You will notice that the language is very similar to our recommended script for the second-opinion service. As with the script, make modifications as needed to match your voice.

Subject line: Announcing my new second-opinion service

Dear client's first name,

I am pleased to announce that we now offer a complimentary second-opinion service. It’s for the people you really care about—your friends, family members and colleagues—who may be in a complex situation or who just want to make sure they’re making smart decisions in today’s economy. We help the people taking part in this service to make informed decisions by providing them with a second opinion on their finances.

When you introduce us to someone, we will take them through the same experience you’ve had with us. We’ll take them through the discovery process to get very clear on where they are now, where they want to go and what the gaps are. Then we’ll evaluate whether their current financial advisors are taking good care of them. If they are, we’ll recommend that they stay with their current advisors. If not, we’ll evaluate whether we would be the right advisors. As you know, we limit our practice to people for whom we can make a major impact. If we’re not the right advisors for them, we promise to point them in the direction of the right solutions.

Please let me know if you would like us to contact someone you care about to schedule our second-opinion service. Simply reply to this email with his or her name, email address and phone number. We will do our best to ensure they are well-positioned to effectively address today’s uncertainties.

In case you would like to know more about our second-opinion service, I am attaching a flyer that provides additional detail.

I look forward to seeing you at our next meeting.

All the best,

Financial advisor's name

Attachment: Second-opinion service flyer

### Template for Requesting a Personal Introduction via Email

When you receive introductions in response to your email, do the same thing as when you receive introductions during client meetings: request a personal introduction. You can do so with the email below.

Subject line: RE: Announcing my new second-opinion service

Dear client's first name,

I appreciate you letting me know about prospective client's name. I look forward to meeting them and taking them through our second-opinion service.

We’ve found that the best way for us to get in touch with people is for you to either call or email to give them a heads-up that I will be getting in touch. I would appreciate it if you did this. You can let them know that I’m your financial advisor and that I’m offering a second-opinion service to friends and associates of my top clients. You can say that even though you don’t know whether this service is appropriate for them or not, you did ask me to reach out to them so that they can make that decision.

If you would prefer to email prospective client's name rather than calling them, I’ve attached an email that you may want to use. I want to make it as easy as possible for you to reach out to them.

If you could contact them prospective client's name within 24 hours, I will commit to contacting them right after that. I’ll let you know how the conversation goes.

All the best,

Financial advisor's name

Attachment: email to prospective client's name

### Template for Email for Clients to Introduce You

When you request a personal introduction, whether it is in person or by email, some clients will simply pick up the phone to make the contact. Others will prefer to send an email. To make this easy for them, send them an email that they can forward to the people they are introducing to you. We recommend the email below.

Subject line: My advisor’s second-opinion service

Dear prospective client's name,

I’m emailing you because my financial advisor, financial advisor's full name, offered to provide a complimentary second-opinion service to friends and family members of his/her top clients.

Financial advisor's first name acts as my personal chief financial officer and has been working with us to help us reach our financial goals. Financial advisor's first name does this through a comprehensive wealth management process designed to help people make informed decisions about finances so that they can get on track to achieve everything that’s most important to them.

During this second-opinion service, financial advisor's first name and his/her team will assess your current investment plan, determine any gaps and opportunities, and review your long-term financial goals and objectives. If you are on track for achieving your goals with your current financial advisor, he will let you know. Conversely, if you are not meeting your goals and need a new approach, he/she will help you explore whether he is the right financial advisor to assist you. If neither your current advisor nor financial advisor's first name is well-suited to you, he/she will provide a recommendation for another financial advisor who can serve you more effectively.

I have given financial advisor's first name your contact information and he/she will reach out to you shortly.

Warm regards,

Client's name

### Template for Thank-You Letters to Clients

Keep clients inclined to make additional introductions by expressing your appreciation and by informing him or her about the outcome of the introduction.

You must protect client confidentiality, of course, so obtain the prospective client’s permission to report back to the client who provided the introduction.

Assuming that you receive permission, send the client a letter to express your thanks for the introduction and to let him or her know how the first meeting went—whether or not the prospective client decided to work with you. Below are follow-up letters for both situations.

Dear client's first name,

Thank you again for providing an introduction to prospective client's name.

I wanted to drop you a quick note to let you know that prospective client's name and I recently got together. We completed a wealth management plan for them and they hired our firm to implement the plan.

Thanks again, client's first name. I look forward to seeing you at our next meeting.

All the best,

Financial advisor's name

Dear client's first name,

I wanted to drop you a quick note to let you know that prospective client's name and I decided not to work together. While not everyone will be appropriate to work with our firm, I’m glad that we are still able to provide a valuable service to the people you care about through our second-opinion service.

Please let me know if there is anyone else who you think would benefit from this service.

Thanks, client's first name. I look forward to seeing you at our next meeting.

All the best,

Financial advisor's name