## STRATEGY 9: FORM PROFITABLE STRATEGIC PARTNERSHIPS

## Sample Script of a COI Introducing a Client to a Financial Advisor

## Email Template and Sample for COIs to Introduce a Financial Advisor

### SCRIPT SAMPLE

This is a sample of what a center of influence might say as he or she endorses a financial advisor he or she has referred to a client. As you can see, it provides a brief, clear and compelling description of the type of clients the advisor serves and how clients benefit from working with the advisor. It also imparts a personal touch by sharing why the advisor is so committed to serving his or her clients extremely well.

When a center of influence shares both your value promise and personal story in such a way, it helps transfer some of the goodwill between the COI and the client to you, making it more likely that the client will end up working for you.

**“I’d like to share a little bit with you about James, the financial advisor I’m referring you to. James is committed to helping business owners like you make informed decisions about your money so that you can focus on what really matters to you, which is growing your business and spending time with your family.**

**“He does this through a comprehensive process that helps clients address their key concerns, including concerns beyond investing like mitigating their taxes, taking care of their heirs, protecting their assets and maximizing their charitable giving. He then works with his network of professional advisors to help his clients maximize their probability of achieving what’s most important to him.**

**“James has an interesting story. He grew up in a tough town on the wrong side of the tracks and his dad died when James was just eight years old. That caused a lot of financial hardship for his family, and he knew that the only way he would be able to go to college was to get a scholarship. That really made him buckle down to become a good student and a good athlete. He landed a scholarship at a great school and made the Dean’s List every year because he knew he had to keep his grades up to keep his scholarship. Once he graduated, he joined a financial services firm because my whole goal was to make sure that no one else had to go through what his family did. It has really made him passionate about helping his clients.”**

### EMAIL TEMPLATE

<<Client’s name>>,

As you know, you have been a client with our firm for a long time. We really appreciate the relationship we have with you and look forward to continuing to work with you in the future.

As a firm, our primary concern is helping our clients make informed financial decisions. With that goal in mind, we’d like to introduce you to <<financial advisor’s name>>, a wealth manager that we work closely with. <<Financial advisor’s name>>’s specialty is <<financial advisor’s value promise>>.

<<Financial advisor’s name>> offers a complimentary second-opinion service/stress test for our clients. He/she works with his/her team of professional advisors to thoroughly examine your current situation and identify any gaps that need to be addressed in your financial plan so that you can feel assured that you are on track to meet your financial goals.

<<Financial advisor’s name>>’s process begins with a comprehensive Discovery Meeting. We think you will find that this is really worth your time. Please let me know if I can have him/her give you a call to arrange a time for you to meet.

Warm regards,

<<COI’s signature>>

### EMAIL SAMPLE

Joe,

As you know, you have been a client with our firm for a long time. We really appreciate the relationship we have with you and look forward to continuing to work with you in the future.

As a firm, our primary concern is helping our clients make informed financial decisions. With that goal in mind, we’d like to introduce you to Jane Smith, a wealth manager we work closely with. Jane’s specialty is helping busy entrepreneurs make smart decisions about their money so they can spend more time focused on growing their businesses.

Jane offers a complimentary second-opinion service/stress test for our clients. She works with her team of professional advisors to thoroughly examine your current situation and identify any gaps that need to be addressed in your financial plan so that you can feel assured that you are on track to meet your financial goals.

Jane’s process begins with a comprehensive Discovery Meeting. We think you will find that this is really worth your time. Please let me know if I can have her give you a call to arrange a time for you to meet.

Warm regards,

James Attorney