



## Client Service Advisor Go-To Guide

Whether you're a licensed client service advisor or a client service representative, we've created a resource guide for you to successfully handle client service calls and gather additional opportunities such as outside business and referrals. Here are the primary areas you should be focusing on and the support materials you'll need to be successful.

### Client Categorization

Categorizing clients is extremely important when determining the frequency of client service calls and client review meetings. One of the greatest reasons why clients leave an advisor is because they feel that they are not given enough attention or time. The larger the client base, the more important this is.

Here's an example of a client categorization system:

- A Clients - \$1M+ - Quarterly Calls
- B Clients - \$500K+ - Quarterly Calls
- C Clients - \$250K+ - Semi-Annual Calls
- D Clients - \$100K+ - Annual Calls

Every office should have a breakdown of what services and time they offer each category. See below our full article on Client Categorization:

- [Client Categorization](#)

### Weekly Expectations

Client Service Advisors should have a weekly goal on how many outbound calls they are making to clients. For example, 25 outbound calls per week. This should be based on the client categorization above.

The easiest way to track this weekly goal is by utilizing our outbound call reporting system for your CRM. Both Redtail and Wealthbox have reporting systems that make it extremely

simple to gather how many calls a particular staff member has made per week, by categorizing their call notes. See below our document on call reporting:

- [Redtail Call Reporting for CSAs](#)
- [Reporting Outbound Calls Utilizing Redtail](#)

## **Sales Process Tracks**

There are a few chapters from our original Sales Process Manual that you'll be utilizing consistently in your calls and meetings with clients. These wedges and tracks will help simplify complex decisions into something the client can relate to. It's extremely important that you've read the ENTIRE manual, but focus particularly on the following chapters:

- Introduction to the Scranton Sales Process
- Chapter 3: Using Tracks
- Chapter 4: The Book of Wedges
- Chapter 8: Tracks 1, 2, 4, 5 (See Chapter 4 for Track 3)
- Chapter 9: Tracks 6, 7, 8, 9 (The Secondary Tracks)

You should also be aware of the sales process that these clients have gone through with the primary or acquisition advisor. Visit our Simplified Sales Process page and watch the videos to get a better understanding. Click on the first document of each section, which will open the video.

See below documents to help you learn more about the Sales Process and Simplified Sales Process:

- [The Scranton Sales Process Manual](#)
- [Simplified Sales Process Page](#)
- [Track 3 Updated](#)
- [TR = I + G Whitepaper](#)

## **Looking for opportunities in files**

Before you make your client-service calls or meet with clients, it's important that you review your client files periodically for opportunities. Some areas to look at include:

1. Annuities
  - a. Check if they are in or near their surrender period.
  - b. Replacement opportunities due to low cap rates.

2. CDs coming due
3. Initial CFQ
  - a. Retirement date
  - b. Ages around 59-60 (59 ½ withdrawal options)
  - c. Outside accounts that were not ACATed
4. Life changes
  - a. Inheritance
  - b. Divorce
  - c. Death

To read the full details on finding opportunities, use the links below:

- [Reading Statements – Looking for Opportunities](#)
- [Opportunities with Clients](#)

## Preparing Client Files

The best time to look for opportunities with clients is when you're preparing the file before you're meeting with them. Not only will you be able to refer to items quickly in the meeting, but it will also give you a chance to put your strategy together on what you need to address or the sales tracks you need to review in preparation for the meeting.

Here are some quick tips when it comes to preparing files:

### 1. Review Digital & Physical Files

Make sure you're reviewing not only the digital file (CRM) but the physical file as well. Oftentimes, there are items within the physical file that don't make it into the CRM.

### 2. Review Dictations

Advisors should be using dictation software such as CopyTalk to track their meetings and phone conversations. It's important to dictate RIGHT AFTER each interaction while the information is fresh. Review these past conversations for any action steps to make sure they were complete so you can get an understanding of the goals and concerns that were discussed in previous meetings.

### 3. Make an Agenda

Once you've reviewed the files and dictations, make an agenda so you can have a plan of attack every time. Write down the areas you want to discuss and where you'd like to lead the conversation. That way you can bring up these action items organically in conversation during the meeting. This way you can structure your conversation and not forget important items.

#### 4. **Prep Annuity & AUM Statements**

Gather the statements for the meeting beforehand and review them so you can easily bring up items such as:

- a. Cap Rates – Replacement Opportunities
- b. What they can make
- c. What their protection against the downside is
- d. What their current interest rate is (if MYGA)
- e. Holdings in AUM portfolio & how their group

#### 5. **Have Illustrations Ready**

If it is suitable for a client to replace an annuity policy or adjust their portfolio, be prepared ahead of time with illustrations of products that would be better suited for them. Not only will you be following your fiduciary duty to show them these items, but it will be great for your firm. This will help you guide them in the conversation about what their options are.

We have a great one-page checklist that you can use by using the link below:

- [Preparing Client Files](#)

### **8-Step Client Review Process**

Along with prepping an agenda for your meeting, you should use the 8-step client review process. This provides you with a layout of how you should structure your conversations with clients to pull additional opportunities and referrals. And if you can master our Mother Theresa referral script, you'll really start to see some traction when it comes to referrals.

This particular script is important because you'll be setting up your firm for client referral events which are easy, low-cost events that can be added to your firm's marketing program. Watch the videos below and use the links to master this process and potentially get 1-2 referrals at each meeting:

- [8 Step Client Review Process](#)
- [8 Step Client Review Video \(Rick\)](#)
- [8 Step Client Review Video \(Dave\)](#)
- [8 Step Client Review Audio](#)
- [CFQ Description](#)
- [Digital CFQ](#)
- [Mother Theresa Script](#)
- [Mini Mother Theresa](#)

## Required Minimum Distributions (RMDs)

At age 73, the IRS requires that retirees must start to take out a portion of their funds from traditional IRAs or qualified accounts. They do this so they can start to tax the accounts that have been earning tax-free interest for years. By 2033, this age will rise to 75.

The RMDs are calculated by the age of the person and the overall value of qualified accounts. This is a great opportunity to talk to clients about other assets that are not under your firm to discuss if they are properly allocated for RMD withdrawals. This is where you can use the  $TR = I+G$  equation to show how their other accounts may be best suited for RMDs and pivot them to move those funds under your firm.

## Communication – Utilizing CRM for Documentation

If you are in an office with multiple advisors or staff members, it's super important that you track your conversations and dictate your appointments. The general rule of thumb is that if it's not in the CRM, it doesn't exist. This helps other team members know how to navigate their conversations with the client and potentially follow up on issues or opportunities.

If you don't put it in the CRM, you'll end up costing another team member time and energy to research what happened and potentially getting you involved when they could have handled it themselves if it was properly documented. Have more than one advisor reaching out to clients? Make sure you're dividing up the clients based on either segmentation (i.e. tag groups) or last name.

Make sure you are setting up a system to properly categorize your notes, activities, and contacts so you're all on the same page. See below some of our sample guidelines for CRM templates:

- [Redtail Status & Category Style Guide](#)
- [Redtail Note Templates](#)
- [Redtail Activity Templates](#)
- [Wealthbox Note Templates](#)
- [Wealthbox Activity Templates](#)

## Tracking Hot Clients

It's important that we're tracking these opportunities in both the metrics and CRM so we can easily target these in conversations and meetings. Having a hit list of client opportunities is also great when you're looking to gather additional assets for a monthly, quarterly, or yearly goal. The more organized and targeted we can be in this role will help us

get the best results.

### **1. CRM Documentation**

If you're working with multiple advisors in the office, make sure you're documenting that you've uncovered an opportunity and have a system in place of how long that lead belongs to a particular advisor (i.e. 4-5 months) to potentially close it. This also allows advisors to look back at what objections the clients gave them to hopefully overcome in future conversations.

### **2. Metrics**

While documenting in the CRM will help you when you're prepping meetings or segmenting client opportunities amongst staff, it's great to have a place where you can see all the opportunities that your client base has. Our metrics system provides that structure where you have a bird's eye view of all the opportunities out there and can even add potential notes regarding each client.

Building this list is fairly simple. Just create a client/prospect profile, click on the Hot Client button, and fill out the opportunity information and notes. This list should be reviewed at least once a month with other staff members or the primary advisor.

If you'd like a deeper dive into any of these topics, please don't hesitate to reach out to our coaching coordinator, Jackie Palmer, to schedule a call at (954) 640-4416 or [jpalmers@advisorsacademy.com](mailto:jpalmers@advisorsacademy.com).



**500 West Cypress Creek Road, Suite 250, Ft. Lauderdale, FL 33309**

Phone: (954) 870-6712 | Fax: (954) 530-4386 | Toll-free: (877) 399-1933  
support@advisorsacademy.com | www.advisorsacademy.com

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