Feedback Marketing Group

Interactive Client Survey Outline

Invitation Script for Adding Feedback Session to Existing Review Meeting

Hello, John, this is Jim Trull. How are you? Great! As you know, we have a review meeting coming up on January 10th. For part of this meeting I wanted to do something a little bit different from what I have done in the past. Do you have a minute for me to explain what I have in mind so you can see if you are open to blocking a little extra time for our meeting?

As you can imagine, our client relationships are incredibly important to me. I am always trying to find ways to give our clients the best experience possible because I want to ensure that each client gets the positive experience they deserve. One of the things that I would like to begin doing is involving some select clients in feedback sessions so we can learn about the client experience directly from the clients themselves. We want to hear from people like you about the things that we do well, and much more importantly, to find out how we could make the experience even better. I want to sit down with a few clients and ask some questions, and you are one of the clients I would really love to get feedback from.

I wanted to see if you would be willing to let me use some of our time in the next review to ask you some questions about your experience with us. This feedback will help us get a better understanding of what our clients find valuable and how we could improve the experience. Are you comfortable allowing some time for that during our upcoming review?

Structure Of Interactive Client Survey

John, I want to thank you for agree to allocate some of your time to give us some honest feedback. As I told you on the phone, we are always looking for ways to give clients a better experience and to provide better service. In the past we have hired consultants to recommend ways we could improve, but recently we decided that maybe it was time to get advice directly from the real experts—our clients. We often wonder about things like “Why do our clients choose us over other firms?” or “What things do we do for clients that they find valuable, and more importantly, what could we do differently to bring a client more value?” So we decided to select about 10 clients who might be willing to sit down with us and provide some honest feedback. You were one of the clients that we knew we wanted feedback from, and I can’t tell you how much I appreciate your willingness to help us in this way.

Now, before we begin, I want to mention that we aren’t asking our clients to tell us how great we are. We are honestly looking for things that we can do to improve. There is no such thing as the perfect experience, so we are hoping to hear about some of the things we could do differently. That’s why I want you to feel comfortable being really honest. If there are things I could do differently or better for you, the chances are good that many of our clients would also benefit if we changed or improved those things. Fair enough? All right. The first question I wanted to ask is:

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(Feedback Session)

1. When you think back on your original decision to use our firm over the other options that you had, what were the main reasons you decided to trust us with such an important part of your life?

2. Now that you have been a client for a while, what do you feel is the most valuable thing that we provide to you and the people that you care about?

3. If someone were to ask you about the most important aspects of our business model—the things that truly make us different from other advisors—what would you tell them?

4. If we could focus on doing two things differently to make your experience with us better than it is today, what are those two things and why are they important? (I appreciate positive feedback, but everyone can do something to improve. Your feedback will help make every client's experience better. If you could pick just one thing for us to improve, what would that one thing be?)

5. When you think about our communication, how can we improve the way that we communicate with you to make your experience better and to make your life easier?

6. Finally, in what areas, if any, do you think we have significantly exceeded the expectations that you have had for us?

7. The final topic I wanted to cover today is what we are trying to accomplish in the coming years as a company. Like any company, we want to grow, but we want to do it slowly and in a way that will ensure that our firm remains strong and viable without ever compromising the experience of our existing clients. Some of my clients have asked us about providing guidance or expertise to other people in their life. Several clients have even called me to ask if we are "taking on any new clients." That tells me that we haven't effectively communicated with our clients that we are more than willing to help people they care about.
   Over the next 12 months or so, we are looking at bringing on about 12 to 15 new clients. The kind of clients that we want to help are simply people like you—people who appreciate some guidance, who value this kind of help, and who want to have a plan in place to make sure they accomplish their goals. Basically, we want to help anyone our clients care about who might benefit from some guidance.
   We have taken this approach because we prefer to grow by helping our clients and the people they care most about. This means that most of our growth happens because of referrals. As you know, referrals can be an uncomfortable topic for some people. I don't bring it up to my clients because I never want them to feel uncomfortable and I like to stay focused on their priorities. I have learned, however, that if I don't bring up the topic of referrals, many of our clients will assume that we don't want to serve more people and some people will not get the help they deserve. From your point of view, how can I bring up the topic of referrals in a way that is comfortable for you?

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8. Many times our clients feel inclined to have us help one of their friends or family members. Unfortunately, what they typically do is simply give our name and number to that friend or family member and recommend that they call us. Because that person doesn't know us or trust us in the same way that a client of ours would, they rarely reach out and as a result they don't get the help that they need and deserve. Because of this I want to stress the importance of you reaching out to me first when you identify someone who may need our help. Together we will discuss your relationship with them and we can work on a comfortable plan of action to ensure that nobody is made to feel uncomfortable but that the friend or family member can get the help they deserve. When an introduction is appropriate, how do you want me to approach the situation so that it is comfortable for you but effective in offering someone the help they deserve?

Thanks for all of that feedback. It is so helpful for me to hear your perspective of what we do. It will absolutely help us be better and improve. So, let's go ahead and get into the review.

(Conduct Review)

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Final Five Minutes

Before you leave I wanted to make sure that I sent you away with this document. It is simply an outline of all of the different things we do that make up what we call wealth management. I feel it is important to cover this topic quickly from time to time. I sometimes hear clients tell me about a struggle or challenge that they or a family member have gone through, and when I asked why they didn't call to get some guidance from me, they tell me, "I didn't know you did that." (Give Chart With Services Outlined)

When we look at what real wealth management means, there are a lot of moving parts to a good plan. This chart outlines the areas that we think are important for everyone to consider. Some people need help in all of the areas, while others need help in just a few. I have highlighted the areas that we've helped you with thus far. I wanted you to have this chart for two reasons. First, I never want you to have a problem, a need, a concern, or a question in one of these areas that are not highlighted without getting help from us simply because you didn't know we did that. Secondly, you may have people you care about who need guidance in one of these areas that aren't highlighted. I wouldn't want them to not get the help they deserve because you didn't know we could help in these areas.

We really try to focus in the four key areas of wealth management. Without a good plan to enhance wealth, there is no wealth to manage; so often our clients come to us to learn how to grow wealth. Many times, though, they don't think about how to transfer wealth in the most efficient way possible to make sure it goes to the people or places they want it to go in the most efficient way possible. That's the second area we help with, and those are the specific things we do. Third, we want to make sure that as we help clients grow their wealth, we protect it effectively so that nothing unforeseen can devastate the plan. Often this involves life insurance, disability, or long term care planning. Finally, with clients who are charitable, we can help them do this efficiently in order to maximize the benefit to the charity and the client.

I simply wanted you to have this chart so that you always remember the variety of things we help with. You may not have questions or concerns today about the areas that aren't highlighted, but you may have them the next time we meet, so please look at this prior to our next meeting to identify any topics you'd like to discuss.

Preferred Client Profile

- **People experiencing a life transition:**
  - Loss of Spouse
  - Retirement
  - Divorce
  - Sale of Business
  - Loss of Parent
  - Insurance Settlement
  - Inheritance
  - Major Career Change
- **Friendly**
- **Cares for family, community, or something other than self**
- **Receptive to professional relationships**
- **Desire to simplify their life by delegating their financial affairs to a professional**

Finally (flip document), on the other side we have a preferred client profile. I have clients who periodically call and ask me if I can help a friend or family member who is going through certain things. Sometimes they are dealing with difficult situations like the loss of a spouse, divorce, or the loss of parents. Other times they are facing positive events like retirement, career changes, and inheritance. Regardless of the situation involved, there are almost always financial considerations that should be made, so professional guidance is often needed.

I simply want you to have this profile so that if someone you care about is going through one of these events and needs my guidance, you will know that I am here to help the people you care about.

Thanks again for coming in today and taking the time to give me feedback.
It is incredibly valuable for me to hear your thoughts, and ultimately this feedback will help me do a better job for you and for all of my clients.