

**The Legacy**

**Approach Talk™**

**Guide**

# Table of Contents

- Table of Contents ..... 2
- It’s time to draw the line..... 3
- The Approach Talk™ Frequently Asked Questions..... 4
  - When does the Approach Talk™ happen? ..... 4
  - With whom should you use your Approach Talk™? ..... 4
  - What is the goal of the Approach Talk™? ..... 4
  - What should you avoid during the Approach Talk™? ..... 4
  - What should I bring to the Approach Talk™ meeting?..... 5
  - Instead of drawing out The Planning Horizon® and The Wealth Optimization System®, can I use a PowerPoint or a printed graphic? ..... 5
  - How long is a typical Approach Talk™ meeting?..... 5
  - What is the difference between The Planning Horizon® and The Wealth Optimization System®? ..... 5
- The Approach Talk™ Part 1: The Planning Horizon® Overview ..... 7
- The Approach Talk™ Part 2: The Wealth Optimization System® Overview ..... 10
  - Quadrant 1. The Discovery Phase - Identify Values, Vision & Goals ..... 11
  - Quadrant 2. The Creative Solutions Phase - Think about the Solution ..... 11
  - Quadrant 3. The Strategy Deployment Phase - Implement the Solution..... 11
  - Quadrant 4. The Results Management Phase - Sustain the Results..... 11
- The Approach Talk™ Meeting Structure ..... 12
- The Approach Talk™ Meeting Script ..... 14
  - [OPTION 2: Planning Engagement]..... 22
- The Wealth Optimization System® Script..... 22
- Engagement: Transition to the close for next steps..... 29

# The Legacy Approach Talk™ Guide

## **It's time to draw the line.**

So, you've mastered your Bridge Talk™ and now have a prospect to meet. That's great! But, what's next? Now it's time to draw the line; literally.

Most advisors like to say they are different, but this is your first opportunity to actually demonstrate that difference. By using The Planning Horizon® and The Wealth Optimization System®, you can provide a concrete explanation to clients that your well-thought-out approach will help them clarify what they want so they can achieve their desired results.

The resources in this section will help you develop language and strategies that will successfully turn perfect strangers into perfectly engaged clients who are motivated to act.

### **This Guide consists of:**

1. The Approach Talk™ FAQs
2. The Approach Talk™ Part 1: The Planning Horizon® Overview
3. The Approach Talk™ Part 2: The Wealth Optimization System® Overview
4. The Approach Talk™ Meeting Structure
5. The Approach Talk™ Meeting Script

# The Approach Talk™ Frequently Asked Questions

## When does the Approach Talk™ happen?

In the Four Decision System™, The Approach Talk™ handles Decision 2 – Agree to Engage. That means that it typically happens after you've delivered your Bridge Talk™, made initial contact and the prospect has agreed to meet with you. This could all happen in one meeting, but our experience has showed us that this is typically happens after you've had a productive first contact with a potential client and they have agreed to meet.

## With whom should you use your Approach Talk™?

You should use your Approach Talk™ with prospects, existing clients, and active promoters.

You would use it with prospects as a way to explain how you do what you do and why they should select you as their advisor.

With existing clients, use the Approach Talk™ to evolve the relationship and assist in keeping the seat you have at the planning table, or to play an expanded role in your clients' financial lives.

With Active Promoters (an enhanced version of a Center of Influence), use the Approach Talk™ to show the full scope and value of what you would bring to their client relationships so that they can more clearly explain why people should meet with you.

## What is the goal of the Approach Talk™?

The goal is to help your prospect make Decision 2 – Agree to Engage. The Approach Talk™ helps you accomplish that by doing two things. The first is that it explains how you will make a difference in their lives through your planning approach.

The second is to demonstrate that the work they may have done with other advisors to date simply does not connect with the future they want, because no one has ever helped them articulate it.

These two elements will increase your closing rate and make your approach to new clients more enjoyable and more fruitful.

## What should you avoid during the Approach Talk™?

A common mistake that advisors make is spending the bulk of their time talking about strategies, tactics, tools and products. This is the time to get prospects to share what moves them, what they want for the future, what's truly frustrating them. Listen more and talk less.

Also, avoid doing a deep dive or a comprehensive fact find. Your goal in the approach talk isn't to solve problems or capture all their information; it is to make it clear that the work they've done today isn't linked to a clear vision for the future, and that you can help them do it. Your goal is to help them Agree to Engage.

### **What should I bring to the Approach Talk™ meeting?**

Here's what you need for your Approach Talk™:

- A Sharpie or a nice pen and a blank piece of paper, white board, or iPad to draw The Planning Horizon® and The Wealth Optimization System®
- The Discovery Insight Workbook™ to document additional, pertinent items that you uncover with your initial interview
- An engagement letter for them to sign when they agree to work with you
- Any additional documents required for you to engage and proceed forward

### **Instead of drawing out The Planning Horizon® and The Wealth Optimization System®, can I use a PowerPoint or a printed graphic?**

It is extremely important to draw these out and create them with your client/potential client so that they can watch you demonstrate your expertise as you build it step by step. By drawing it out, it becomes theirs, and not just a glossy handout.

With that said, we do recognize that there are times when you might be in front of a large group or meeting with someone virtually, so we do have them as PowerPoints with animations, which can be used on computers and tablets.

### **How long is a typical Approach Talk™ meeting?**

45-60 minutes is most common. Less than this, and there's a good chance you haven't connected them clearly to your value. Longer than this and you are likely already working for them without an engagement agreement.

### **What is the difference between The Planning Horizon® and The Wealth Optimization System®?**

The Planning Horizon® is the illustration used to separate two conversations. The horizontal line creates two distinct areas; an area above the horizon and an area below. Below the horizon discussions are about strategies, tactics, tools and products. Above the horizon conversations are about values, vision and goals. The Planning Horizon® is used to separate those conversations and ensure that you've addressed the actual drivers of decisions – Values, Vision

and Goals – before digging into product solutions. At the end of discussing The Planning Horizon®, you'll know whether the prospect has an immediate need that needs to be addressed, or a requirement for planning. It is the key tool to help the wealth holder recognize that the work they've done to date doesn't connect with a specific vision for the future and that by working with you, it finally can.

The Wealth Optimization System® is introduced when it is clear that the engagement with the client/potential client is going to be a planning engagement. The Wealth Optimization System® is an explanation of our trademarked approach to planning. It is created by drawing a vertical line through The Planning Horizon® to create four separate and distinct quadrants. The System explains the method you will use to help them accomplish their goals (it also helps explain why they haven't been making the progress they really want so far). The four areas are: Discovery, Creative Solutions, Strategy Deployment, and Results Management.

# The Approach Talk™ Part 1: The Planning Horizon®

## Overview

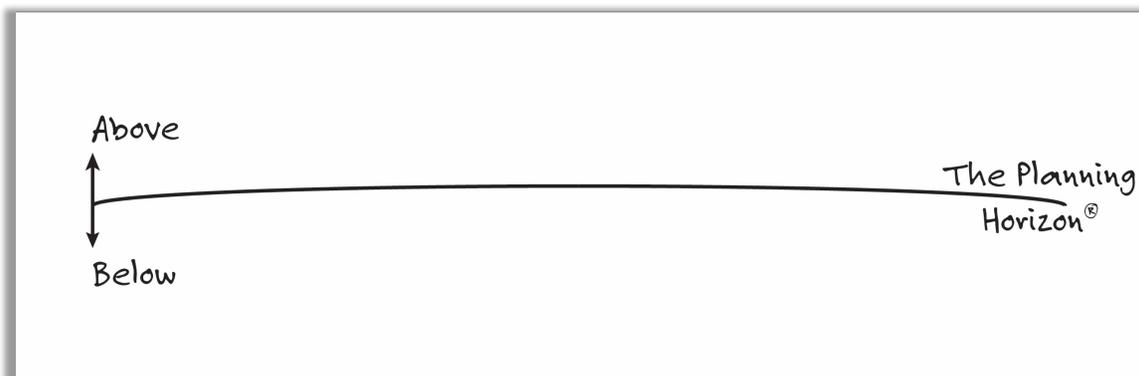
Your success in attracting and retaining clients requires that you have great clarity explaining how you make an impact in your clients' lives and your unique approach to doing so. Your ability to powerfully communicate your value and demonstrate your planning process for driving results will allow you to make the Approach Talk™ meeting a closing meeting, consistently.

To have a client truly understand that their needs come first, you need to demonstrate it, rather than talk about it; provide an experience, rather than an explanation. A successful way of doing this is by using The Planning Horizon®. The Planning Horizon® starts by doing something rather clever: it separates two conversations that are typically blended into one.

Most advisors will have a discussion with their client or prospect about goals. That conversation may be brief, or may be lengthy, but there will be some exploration of what they want. Then the discussion will shift to how the advisor can handle that issue, problem or opportunity. It's a natural and logical tendency, but there is a poison waiting in that conversation.

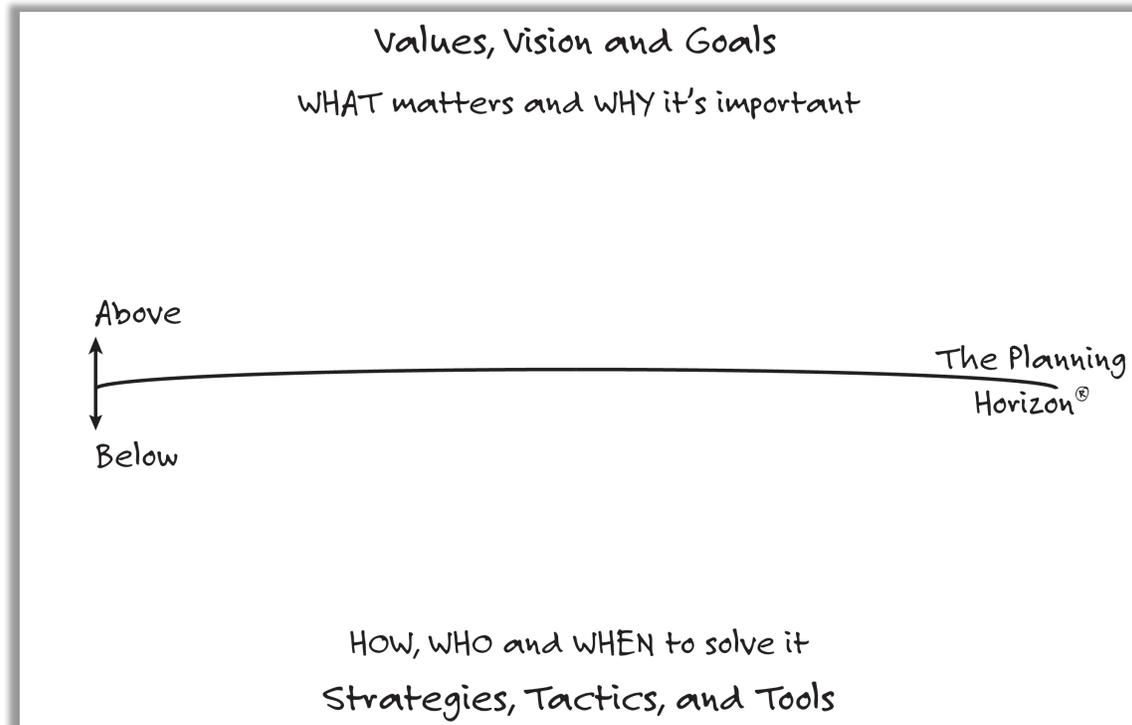
The poison in this approach is that the discussion is primarily focused on getting just enough information for the advisor to provide a solution, rather than to fully understand, explore and appreciate the needs and desires of the client. This may work in order to figure out what products the client might need, but it doesn't serve to drive trust, nor does it take responsibility for the significant opportunity that's in front of you. By trying to be too helpful too quickly, the opportunities for trust are eroded and quite simply, this is the same approach most advisors use. You're the same as everyone else.

To get the best of both - trust and opportunity - we create two distinct conversations by using The Planning Horizon®. Imagine a horizontal line that creates two distinct areas - "Above the Horizon" and "Below the Horizon."



The area Below the Horizon is familiar ground to most of us; it's the realm of strategies, tactics and tools. Everyone ultimately provides a solution of some sort and this is where it is handled. But the area Above the Horizon is where things get interesting.

Above the Horizon conversations explore something different; they attend to what the client Values, the Vision they have for the future, and the Goals that have to be accomplished to move them toward their Vision. In simple terms, Above the Horizon we discern “What” the client really wants and “Why” that’s important to them, versus Below the Horizon conversations that handle “How” to solve things, “Who” will do it, and “When” to solve it.



At first glance, this may sound a bit unique that we separate those, but otherwise unremarkable. But, as you look closer, you’ll notice a marked difference from other approaches. Specifically, this: Asking about goals isn’t used simply to choose a product. As a matter of fact, talking about goals comes a bit later in the process. Goals are steppingstones toward a Vision. What moves people are their desire for a future that’s different than their present. Asking about goals is a shortcut to sounding like every other advisor in the marketplace.

Our experience working with advisors and wealth holders alike, tells us clearly that most clients don’t have a clear description of what they want. They may have a “pebble in their shoe” - an immediate concern that’s bothering them - but they haven’t clearly articulated a future state with accuracy and precision.

When you are the person that helps them discover what truly matters to them and why, your relationship with them changes forever. The intimacy in your connection leaps. Your self-orientation plummets. Your opportunity expands. This is the core of The Planning Horizon® conversation.

When you complete The Planning Horizon® conversation, you’ll have more clarity and so will the wealth holder. This is where you’ll come to a fork in the road. For those prospects that have

clarity and confidence around a pebble in their shoe, or a single priority that requires immediate attention, then you should engage them to address the gap and provide a solution.<sup>1</sup>

If, however, you and the prospect determine that there is a lack of clarity for the future, or that there are several issues to address, you should have them consider a planning engagement and draw out The Wealth Optimization System® to demonstrate your approach to planning.

To summarize, after you draw out The Planning Horizon®, if the prospect has clarity around an immediate need, you can begin to provide solutions and they can engage you in a Tactical Engagement. If they do not have clarity or there are several issues to address, you should explain The Wealth Optimization System® to help them choose a Planning Engagement.

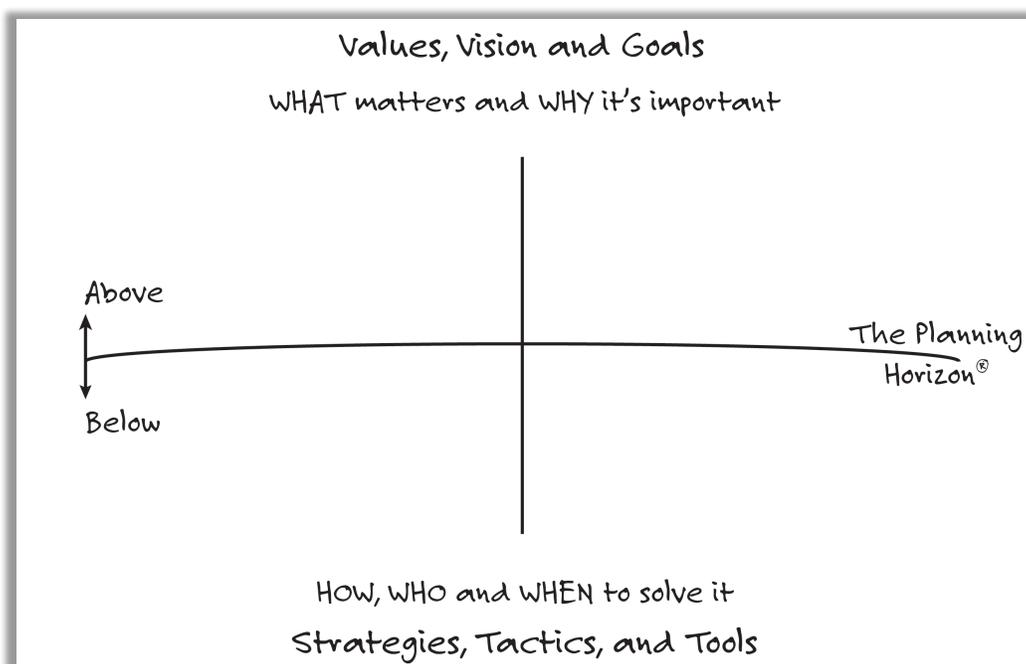
---

<sup>1</sup> You can always present The Wealth Optimization System® for single-purpose planning, but it may not be necessary to start an initial engagement.

# The Approach Talk™ Part 2: The Wealth Optimization System® Overview

If you have determined that addressing an immediate need is not the top priority and the prospect needs further clarity or has several issues to address, you should introduce them to The Wealth Optimization System®.

The Wealth Optimization System® is a four-step planning process used to demonstrate to clients how you can help them achieve the results they want in a thoughtful and disciplined manner. The Wealth Optimization System® builds on The Planning Horizon® by you drawing a vertical line to intersect The Planning Horizon®, creating four separate and distinct quadrants.



The Wealth Optimization System® begins by discovering what is important to the client and ends with a clear plan for moving them toward that vision. It also provides you with a clear planning process to manage ongoing planning cycles to achieve and maintain sustainable results.

The Wealth Optimization System® puts its primary attention on discovery so that the client immediately and palpably experiences a difference from you. The attention will be on them, not you or the products you might provide. Your attention is on them and they will end up with more clarity than ever before. The result of this is a dramatically more powerful relationship, much higher clarity on your part before designing solutions, and typically an expanded opportunity because you aren't just addressing a single issue, but rather are serving an entire vision.

By staying Above the Horizon and gaining clarity around the client's goals, you can help them make wise choices about the solutions Below the Horizon. Successful planning occurs when the

client knows that the advisor has their best interests in mind, and when the advisor knows that the client will carefully consider all their recommendations and act on them. Let's take a closer look at each of the four phases of The Wealth Optimization System®:

**Quadrant 1. The Discovery Phase - Identify Values, Vision & Goals**

The objective of the first quadrant is to identify what your clients value, their vision for the future, what they would like to see accomplished and what current planning gaps they may have. What's important to them? What do they hope to achieve? Where are they today and where do they ultimately want to be? It ends by confirming the goals that will move them in the direction of that vision, while honoring what they value.

**Quadrant 2. The Creative Solutions Phase - Think about the Solution**

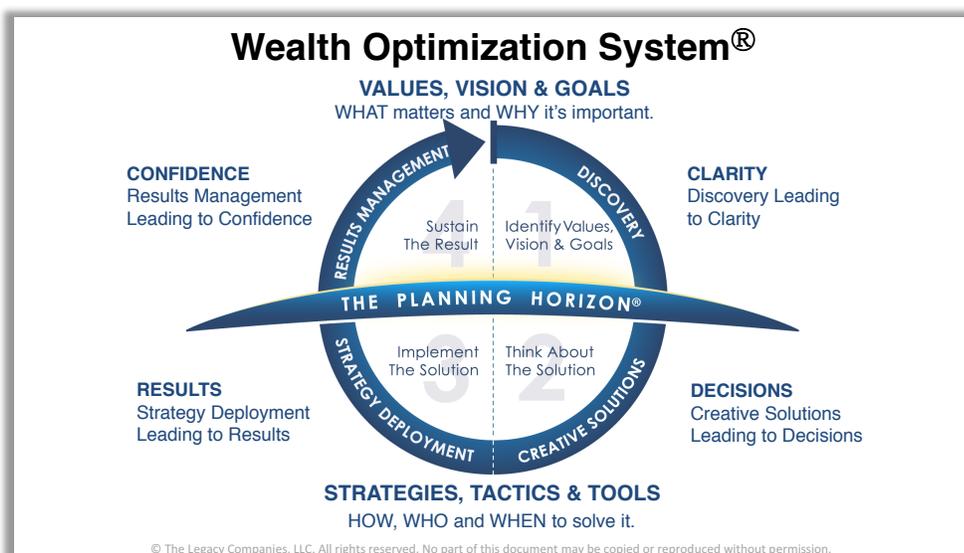
Once you and the client are clear on the "what they want for the future" and "why that matters," along with clear goals that are important and that the client is ready to act on, then you can develop creative solutions. This quadrant focuses on creating a plan for the client that is going to move them toward their goals. This is where the "planning" of financial planning comes in and, when you present the plan that addresses their goals and moves them toward their vision for the future, they'll have a decision to make as to whether or not to act on the plan. When they decide to, you'll move to the next phase.

**Quadrant 3. The Strategy Deployment Phase - Implement the Solution**

The third quadrant is focused on implementation. The main goal is to implement the strategies, tactics and tools that you have recommended to help them achieve their goals and move toward their vision, while honoring what they value.

**Quadrant 4. The Results Management Phase - Sustain the Results**

The objective of this phase is to manage the implemented strategies and sustain the results. After the plan is implemented, you will come back to it regularly to stay in sync and determine what's working and what's not. This is also the ideal opportunity to learn if new things have been happening in their life, if their vision has evolved, have goals changed as a result, or have new goals presented themselves.



# The Approach Talk™ Meeting Structure

The steps below outline a dynamic Approach Talk™ meeting to help you get the client engagement. Following a structure allows you to stay on track. Sometimes conversations will drift. That’s not a problem if you’re working with a structure because the format gives you somewhere to bring the conversation back to. Without it, you can wander in the “conversation wilderness” for a long time and reduce your chances of a successful engagement.

The other advantage of having a structure to your meetings is that you’re able to bring your full creativity to the meeting. When you’re no longer wondering which way to take the conversation next, you can be present, powerful and engaged.

These steps are designed to provide you with thought and structure, but it’s very important that you make this your own, and use language that’s right for you.

Step	Key Notes
Present Talk	<p>The purpose of initial conversation with people is to get them present. You don’t want them thinking about work, or babysitters or whether or not they have enough time at the parking meter. You want them relaxed, comfortable, and most importantly, present.</p> <p>Talk with them and help them release any distractions that could interfere with the meeting.</p>
Appreciate & Bridge Talk™	<p>Ensure parity and remind them who you help and what problem you solve. Do not say, “Thank you for meeting with me.” You just became unequal when you said that. Tell them that you appreciate that you could all share some time together.</p> <p>Then remind them of what you do and who you help by giving them your Bridge Talk™.</p>
Right Fit & Efficient Meeting Plan	<p>Everyone needs to know that you both have to qualify. Are they the right kind of client for you, and are you the right kind of advisor for them? Share that you have a Meeting Plan, not an “Agenda” (remember, words matter) and that this meeting will end with some decisions for both parties.</p> <p>The Meeting Plan has three steps: You, Me, Decisions</p> <ul style="list-style-type: none"> <li>• YOU: Learn more about them (prospect interview)</li> <li>• ME: Share a bit about yourself</li> <li>• DECISIONS: Clear expectations on how you’ll work together</li> </ul> <p>Get confirmation before you move forward so that their minds are clear on what’s going to happen next.</p>
The Planning Horizon®	<p>The Planning Horizon® will completely change the quality of the relationship and will allow them to share more about what they’ve done to date, where they’re headed, and much more.</p>

	It will demonstrate your difference, don't talk about it – show it. A script for The Planning Horizon® is in the next section.
You	Find out what they've done to date, and what they'd like to do.
Me	Point to your capabilities to support them.
Decisions	Take them to a dichotomy: engage, or not. If they engage, is it a Planning Engagement or a Tactical Engagement?

# The Approach Talk™ Meeting Script

The purpose of The Approach Talk™ Meeting Script is to allow you to practice so thoroughly that you won't have to remember the script in the meeting; it will flow out of you automatically.

More advisors resist this single issue than any other. That resistance creates an opportunity for you: if they are all resisting, but you're the one who does it, you become the one that masters this. As with all our scripts, it's very important you make this your own and use language that's right for you.

**The Red-Letter Language are the words, sentences, phrases or ideas that you will speak to move through The Approach Talk™.**

## Present Talk:

Remember this is the time to talk to them, relax them and get them comfortable. The key is to release ANY distractions and get them present.

### **Some questions and statements to consider**

- *Welcome them*
- *Introduce them to any present team members*
- *Provide drink options*
- *Take coats*
- *Ask how their ride was to the office*
- *Ask how their day is going so far*
- *Comment about the weather*
- *Comment about local sport teams*
- *Confirm how much time they allocated for the meeting and respect it*
- *Convene to the meeting space*

## Appreciate & Bridge Talk™:

*I appreciate that we can share some time together, and as you know from our last conversation, [Bridge Talk™], (we help families and business owners retire on their own terms).*

*As we get started here, I've always found that when people come to meet with us especially for the first time, there is usually something that they have questions or concerns about, or that is keeping them up thinking at 2 AM. So, I want to be sure and ask if there is anything along those lines that you would like to share with me before we get started? **[It's important you don't get bogged down and lose control of the***

***entire meeting plan, just because you are asking here doesn't mean you have answer it now. You will very likely find a great spot to dig into it later in the meeting. If it's simple of course address it, but don't lose control of the meeting].***

## **Right Fit & Meeting Plan:**

*Today, our shared goal is to see if there is a right fit here; meaning, can we help you, are we the right choice for you, and are you the kind of client where we can do our best work.*

*In a first meeting like this we tend to find that the people we meet fall into two categories. Either they have a very specific issue they would like to address or they have a few different items they would like to address which often requires starting with a plan. If planning is the best direction, that is something we do on a fee basis. So, our time together today will clarify if we are a good fit for one another and whether a specific issue is the priority or a planning engagement.*

*Does that make sense?*

**[Client responds, "Yes, that sounds great."]**

*Ok great, so we have a very simple and efficient meeting plan to help guide us through our discussion today, we call it: **You, Me, Decisions**.*

*The first part is about **YOU**, I'd like to find out a bit about you, your business, your family, your overall situation, what's working well and what might be frustrating you.*

*Once we've explored that, I'd like to share a bit about **ME**, our firm, how we work and the way we make a difference in our client's lives,*

*And then there are some **DECISIONS** to make together, is this a good fit, and what's the best way to help you – is it solving a specific issue, or more of a planning engagement that you need.*

*Does that work for you?*

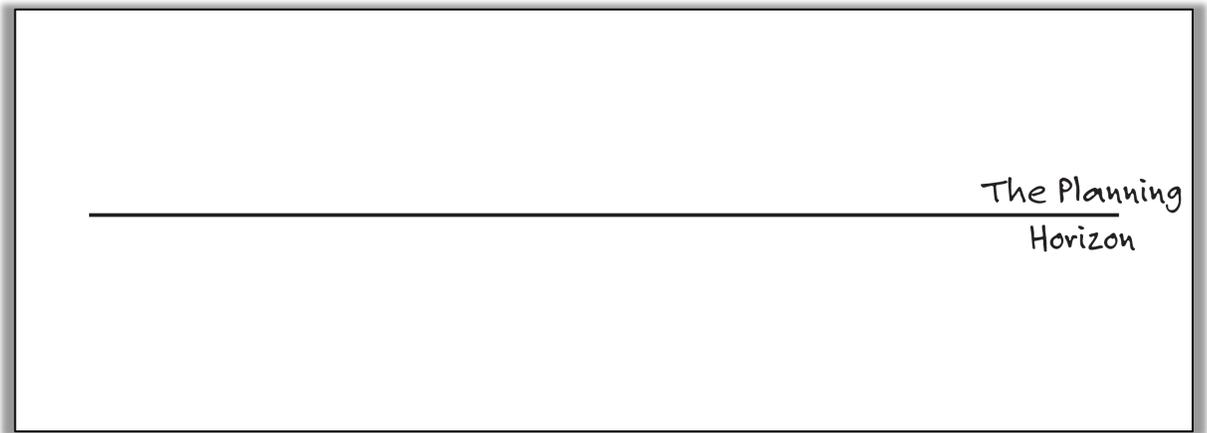
**[Client responds, "Yes, that sounds like a great plan."]**

## **The Planning Horizon®:**

*So, before we get into asking you about yourself and your situation, I want to create a little context for you about why it's important we start by looking at that together.*

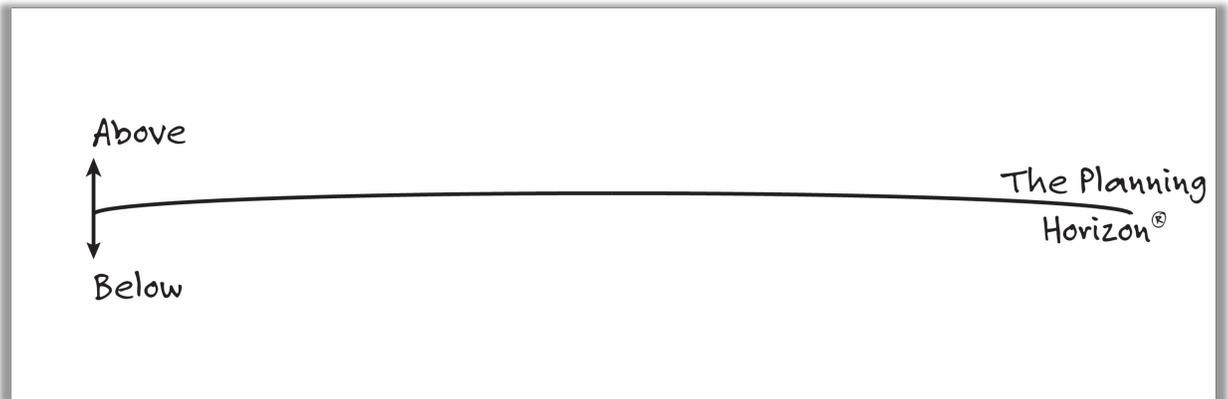
*We have a model that makes a really big difference when you're working with an advisor, and that certainly makes a big difference as we work with you. It's called The Planning Horizon®.*

**[Draw a horizontal line and label it The Planning Horizon®.]**



*There is a lot that needs to be looked at when we're dealing with your overall finances and to do it well, we divide it into 2 different kinds of conversations – We call them Above the Horizon conversations, and Below the Horizon conversations.*

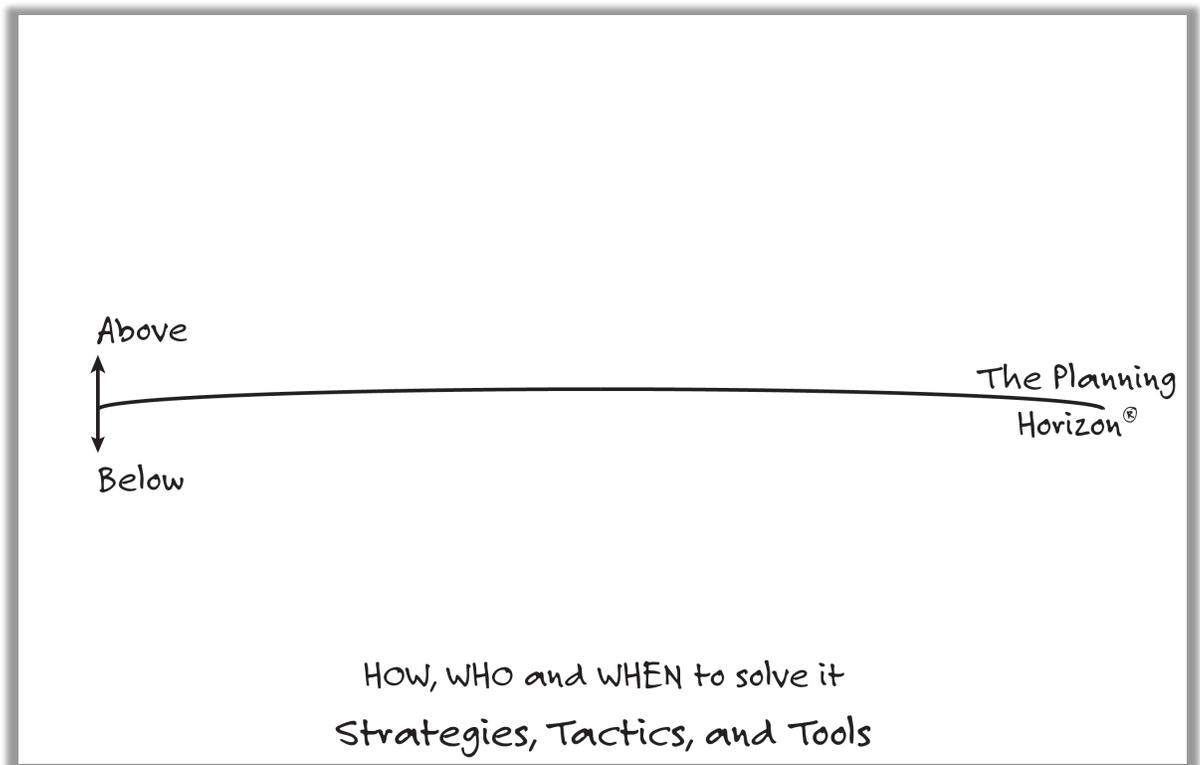
**[Draw an arrow pointing up from The Planning Horizon® line on the left side and label it “Above” and draw an arrow in the opposite direction and label it “Below.”]**



*Below the Horizon is where you see traditional financial conversations – how are you protected, how are you invested, do you have a will and any trust(s), and finally how's your tax situation? It's the Strategies, Tactics and Tools of accomplishing goals. It's the quantitative aspect of your financial situation and often where you're talking about How to solve things, Who will do it, and When to solve it.*

**[Write “Strategies, Tactics and Tools” across the bottom of the page. Above that, write “HOW, WHO & WHEN to solve it.”]**

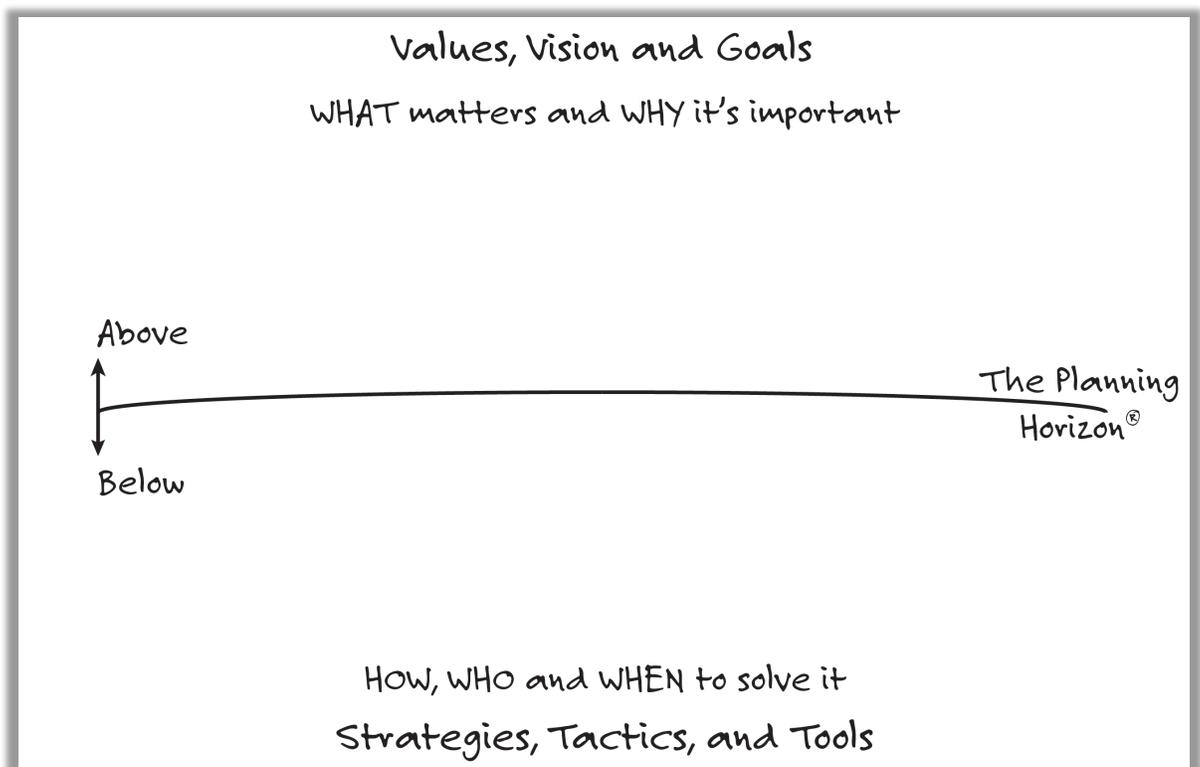
*Like many of the people we meet with, would it be fair to say you've had your fair share of these types of conversations? [Point to the area Below the Horizon]*



*While our firm has strong expertise Below the Horizon in [name your competencies], Investment Management, Risk Management, etc...these are the table stakes of being an advisor and anyone you work with should be strong here, and we certainly are.*

*However, it's the Above the Horizon Conversation where real progress happens, and where we are really able to make a difference in our clients' lives. This is where we look at What really matters to you and Why it's important. This is where we understand what you value, your vision for the future, and what goals will move you closer to this vision. It's the qualitative aspect of your financial situation, and this is the area we have become quite recognized with our clients and is one of the key reasons they value their relationship with our firm.*

**[Write "Values, Vision and Goals" across the top of the page. Below that, write "WHAT matters and WHY it's important."]**



*See, most advisors start Below the Horizon, and if they go Above the Horizon at all, it's only briefly. So, if you're like most people we meet, you've probably had a fair bit of advice on what you should put in place, without many conversations about what you're actually trying to achieve and why.*

*Would that be fair to say?*

**[Client responds, "Yes, absolutely."]**

*The Planning Horizon® helps you and us get an understanding of your overall situation so that we're all clear on what's needed next.*

*And while I am sure some of what comes out of our discussion might represent how you want things to be in the future (Vision), or things that are important to achieve (Goals), we'll be spending much of our time today understanding what your current financial situation looks like today, who's advising you, and finally how confident are you that based upon the things you're doing and the advice you're getting, that it has you on track for how you want things to be in the future.*

**Client Interview** [This is the **YOU** part of the meeting plan].

**[The next step is to get an understanding of their current financial situation. You don't want to take a deep dive into their facts or more importantly begin to provide or suggest any solutions, because that is what your competitors do. However, you need to get enough information about their income, assets, insurance, key advisors they are working with, and any planning they have done to date. The**

Copyright © The Legacy Companies, LLC. No part of this document may be copied, reproduced or resold without permission.

**goal here is to get enough information to determine if it's a good opportunity and if they have the kinds of problems you can solve.]**

*With that being said, let's switch gears and spend some time talking through your overall financial situation from Below the Horizon. I'll ask you some questions along the way to help guide the discussion.*

**[Below are sample questions that you can ask to stimulate dialogue about their current Below the Horizon situation. You might gather some of this information through a pre-approach phone discussion or pre-meeting questionnaire, however, this is an opportunity to get further clarity around the prospects situation and determine if they are a right fit. No doubt you have your own questions and ways to gather facts, this is simply a guide for some of the questions we have found important to provide clarity you need as advisors:]**

***Let's start by telling me about who's advising you today.***

*Do you have an accountant you work with? Great, how would you describe what they do for you?*

*Do you have a lawyer? Great, how would you describe what they do for you?*

*Do you have an insurance advisor? Great, how would you describe what they do for you?*

*Do you have an investment/wealth management advisor? Great, how would you describe what they do for you?*

***Let's talk about your job (or) your business (depending on prospect) so we can get a sense of your income and benefits.***

*What is your current salary/income?*

*Bonus, Stock Options, Retirement Plan, etc.*

*How do you see this changing over the next 5, 10, 15, 20 years (depending on prospects age)?*

***Let's talk about how you're invested today.***

*What are your current qualified and non-qualified assets?*

*How do you feel about the performance of these assets?*

*How confident are you that these assets will provide for your plans to retire, transfer wealth, leave a legacy?*

*What concerns do you have, if any, with regards to your assets?*

***Let's talk about how you're protected from an insurance standpoint today.***

*Do you have insurance in place?*

*What kinds of protection do you have?*

*How confident are you that your current insurance planning protects you, your family, your business the way you want?*

**Tell me about any planning you've done to date.**

*Have you done a financial plan? When and with who?*

*Have you done an estate plan? When and with who?*

*When was the last time these plans were reviewed or updated?*

*Has your situation, thoughts or desires changed?*

**Finally, tell me about your family.**

*Do you have any children? Grandchildren?*

*Have you given thought as to if/how you would like to provide for them?*

*Does your current plan accurately support this?*

*Have you communicated your plans or desires with your children/grandchildren?*

*Do your children have an advisor?*

*Have your children had a financial plan done for them?*

*Would it be important to you if we were to provide planning services for your children as part of this process?*

**[At this time, you should have a clear sense if your prospect's needs are tactical (single focused) or require planning. In most cases, engagements require planning, and prospects should be challenged to convince you when an immediate need overrides the need to plan. An example of this would be a business owner with all their wealth in the business that has little to no insurance protection. There are other examples but, but if you're truly acting as an advisor, most roads will lead to planning and over time all clients should have a plan. When you try to turn a planning need into a transactional sale, you simply become a transactional salesperson, and this will create all kinds of challenges for future opportunities].**

[This is the **ME** part of the meeting plan].

While it's important to keep the focus on your client, you have to talk about your business at some point. This is that point.

In explaining your firm, frame the qualities in a way that serves the client, rather than just giving information that they may or may not find relevant. For example, if you want to highlight that you have a large team (the industry average is about 2 people in a firm), considering saying something like, “It’s important to our clients that they have access to us, and frankly a team with the capacity to help them. That’s why we created a team of eight – so you won’t have to worry about whether or not we have the know-how, or can handle the volume of work.” Do you see how this is very different than, “We have eight smart people?”

Elements you may want to highlight when talking about your firm could include:

- Size of the team
- How long you’ve been in business
- They kinds of clients you work with
- Credentials
- Industry awards
- Contributions you make to industry groups
- Special areas of expertise
- Unique process
- Key industry affiliations

This is not a complete list, but should get your wheels turning on items to share.

To introduce those qualities, simply start with, “Can I share just a few things about our firm that I think will be important to you?” With their nod, explain key features framed around the benefit to them.

[This is the **DECISIONS** part of the meeting plan].

**So here the conversation will go either one of two ways].**

**[OPTION 1: Tactical Engagement]**

*From my perspective, based on our discussion today, my feeling is that your priority is to address [NAME IT and STATE THE REASON]. As I mentioned earlier, we are happy to help you solve this immediate need, however, from a long-term perspective, we want to provide our full capacity of value to our clients by looking at their financial security in a holistic way, so we would want to revisit some planning work together at a later time.*

*Does that make sense?*

**[Client responds, “Yes, that sounds great.”]**

*Ok great. Let me explain how we can get started solving this immediate need.*

**[Engage Below the Horizon to provide a tactical solution. Be sure to use the tactical engagement letter to confirm their commitment].**

## [OPTION 2: Planning Engagement]

*I want to check in with you to make sure we are on the same page. What I am hearing is that you have a few different concerns you've shared today.*

- 1. You're concerned about retirement and if you are going to be able to retire the way you want, and when you want.*
- 2. You've done a decent job getting assets out of your business, but because it's a major part of your net worth and funder of retirements needs, you want to make sure you're getting the most out of it.*
- 3. You've got a basic estate plan in place, but as your situation has changed over time, you're concerned it doesn't reflect what you want.*
- 4. Last but not least, you want to look at funding some education for your 3 grandchildren, but only if it doesn't impact your plans for retirement.*

*Did I hear you correctly and is there anything I missed?*

**[Client responds, "No, that's a good summary."]**

*Great. So, as I mentioned at the beginning of our discussion today, our time together was to define how we can best help you, given your situation. It sounds like we are aligned on your priorities and the best way for us to help you get clear on each would be through a planning engagement.*

*Does that make sense?*

**[Client response, "Yes, that makes sense."]**

*So, as part of this engagement, we will complete a plan that outlines the gaps between where you are today and where you want to be. As I mentioned earlier, we deliver our planning on a fee basis, this investment covers the cost of resources and our staff's time to put the plan together from a completely objective standpoint. Consistently, we find that this process provides the level of clarity our clients are looking for to make confident decisions about their future.*

*If this make sense, I'd like to take a couple minutes to explain how we approach our planning and give you a quick experience of the types of conversation we will have throughout the process. Then we can talk about getting started.*

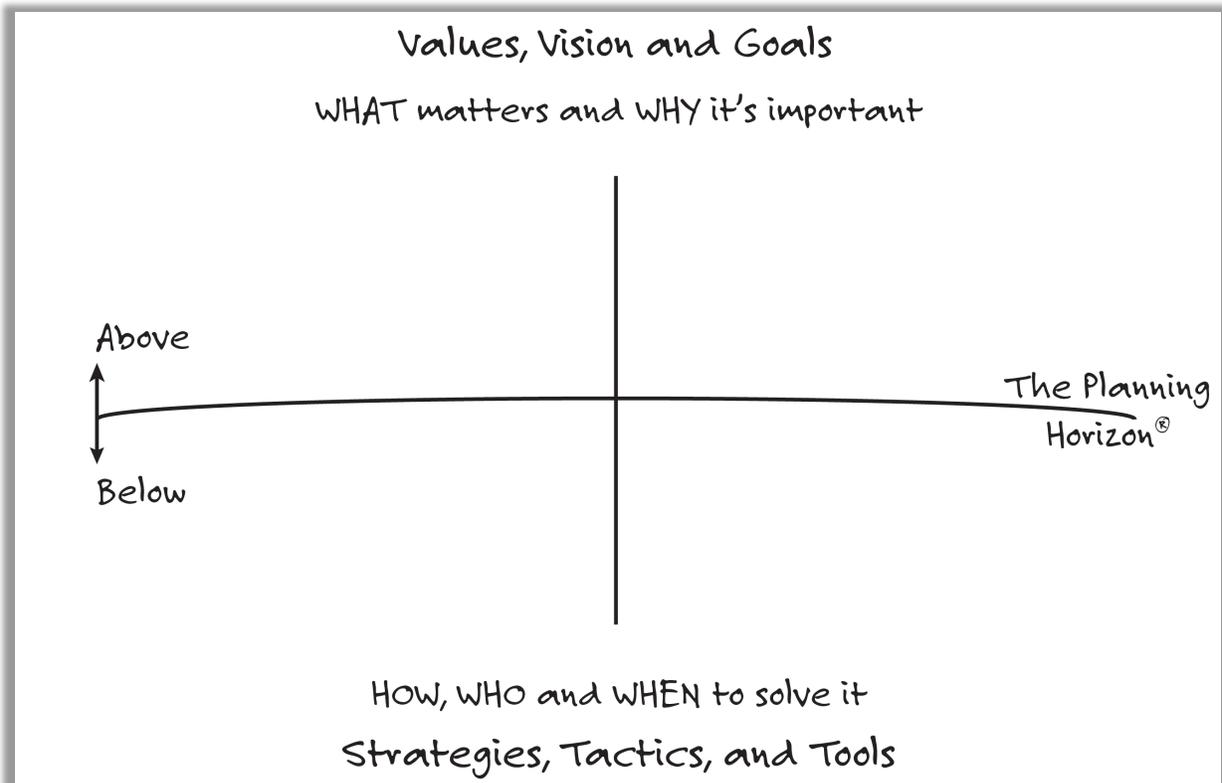
**[Client response, "Yes, I would like that."]**

## **The Wealth Optimization System® Script.**

[Here is where you will build on The Planning Horizon® and go into an explanation of how you deliver your value through planning with clients by using The Wealth Optimization System®. **IT'S CRITICAL THAT YOU MAKE THIS DISCUSSION A CONVERSATION.** Ask if it makes sense, or if they are following you or have questions along the way.]

*The first thing that we have done is divide our process into four fundamental quadrants. So, if I draw a vertical line down the center, I am going to create four quadrants.*

**[In the center of the page, draw a vertical line that intersects in the center of The Planning Horizon®.]**



*We really spend a lot of time up here in the first quadrant, in what we call the Discovery Phase. Asking a lot of questions, getting to know who you are, connecting with what you value, your vision for how you want things to be in the future, and the goals that will move you closer to it. This will give both of us the necessary clarity for how best to move forward. We will also conduct a financial analysis to determine any financial gap associated with your goals. The financial piece is the science and addresses the Below the Horizon, but the Above the Horizon, where we get to know you, what's important to you and why, is the art, and the piece that most advisors only scratch the surface on.*

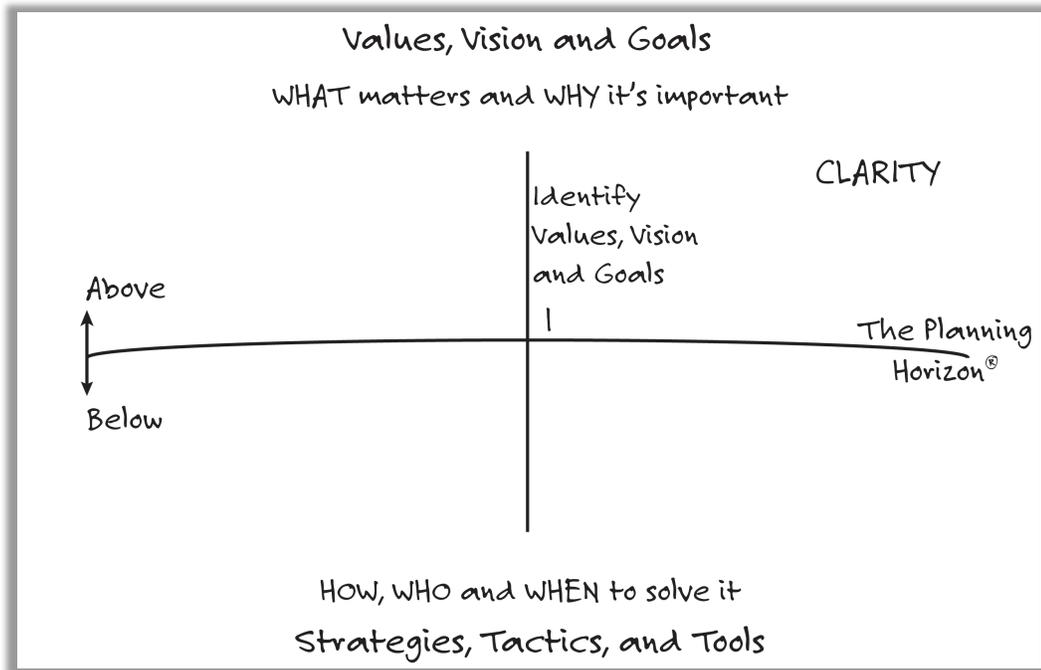
**[The Discovery Phase – Label Quadrant 1 as shown below:**

- 1
- Identify values, vision and goals
- CLARITY]

**[\*\*\*Make this discussion relevant to the prospect by inserting their specific issues they shared earlier in the discussion and are hoping to address through this planning engagement. \*\*\*]**

**[For EXAMPLE:]**

*To give you a sense of the conversation around retirement, while most advisors would simply focus on the numbers and what you need, we start first by clarifying what you want retirement to look like, how you will spend your time, where you will live. The numbers are the easy part, but until we clarify the vision you have for it and understand what you truly value, it doesn't provide the complete picture. We will go through this process with each of the areas you want to address.*



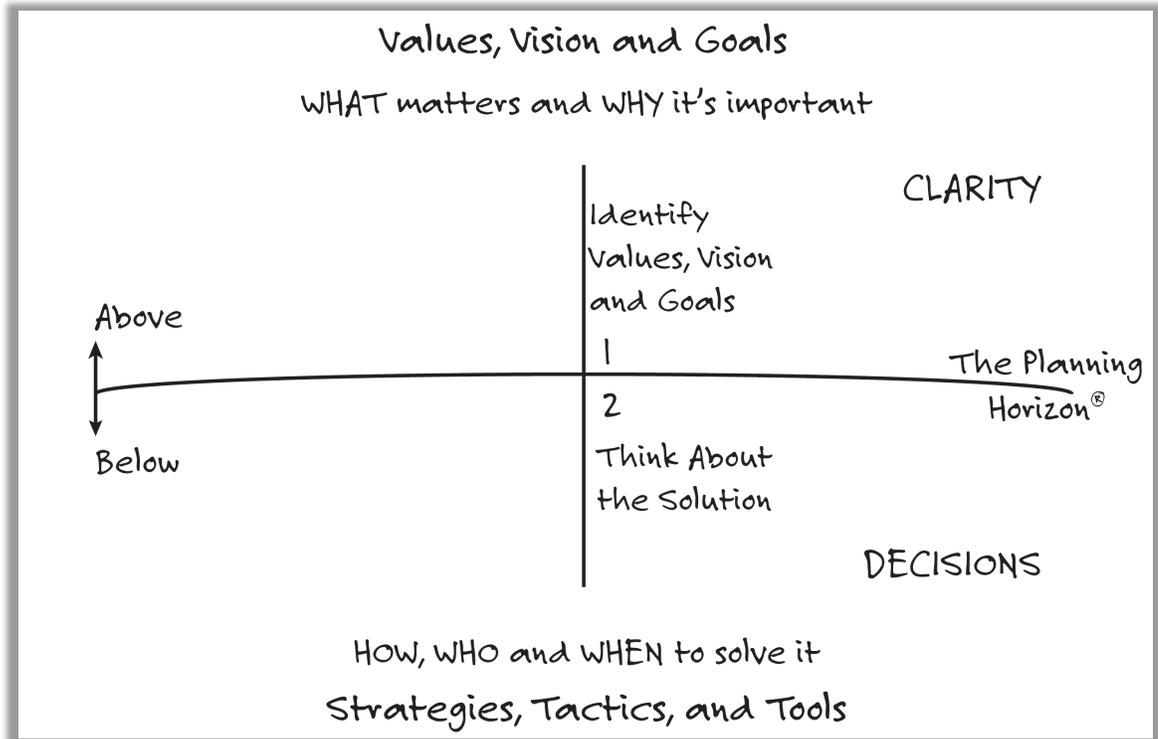
*Once we have a deep level of clarity around the issues you want to address, understand what you value both individually and as a family, as well as your vision for how you want things to be in the future, we can then move Below the Horizon to Quadrant 2. We call this the Creative Solutions Phase because this is where we focus on finding the best solutions that are tailored toward your goals and what you're looking to achieve.*

*Does that make sense?*

**[Client response, "Yes, we need that."]**

[The Creative Solution Phase – Label Quadrant 2 as shown below:

- 2
- Think about the solution
- DECISIONS]



*Some solutions could involve areas where we have significant expertise around how you're invested or how you're protected from an insurance standpoint for example, and these are areas we have been successfully serving our client for years [Depending on the prospect and your expertise, add on areas like business planning, wealth transfer, tax planning, etc.] We will look closely together at each solution to ensure you have the clarity and confidence to make these important decisions.*

**[\*\*\*Make this discussion relevant to the prospect by inserting their specific goals they shared earlier in the discussion.\*\*\*]**

*You'll have a decision to make as to whether or not you choose to act on our recommendations. If you choose to take our advice and move forward on implementing the solutions we provide, we hope you would consider us to implement in our areas of expertise, although you would be under no obligation to choose us.*

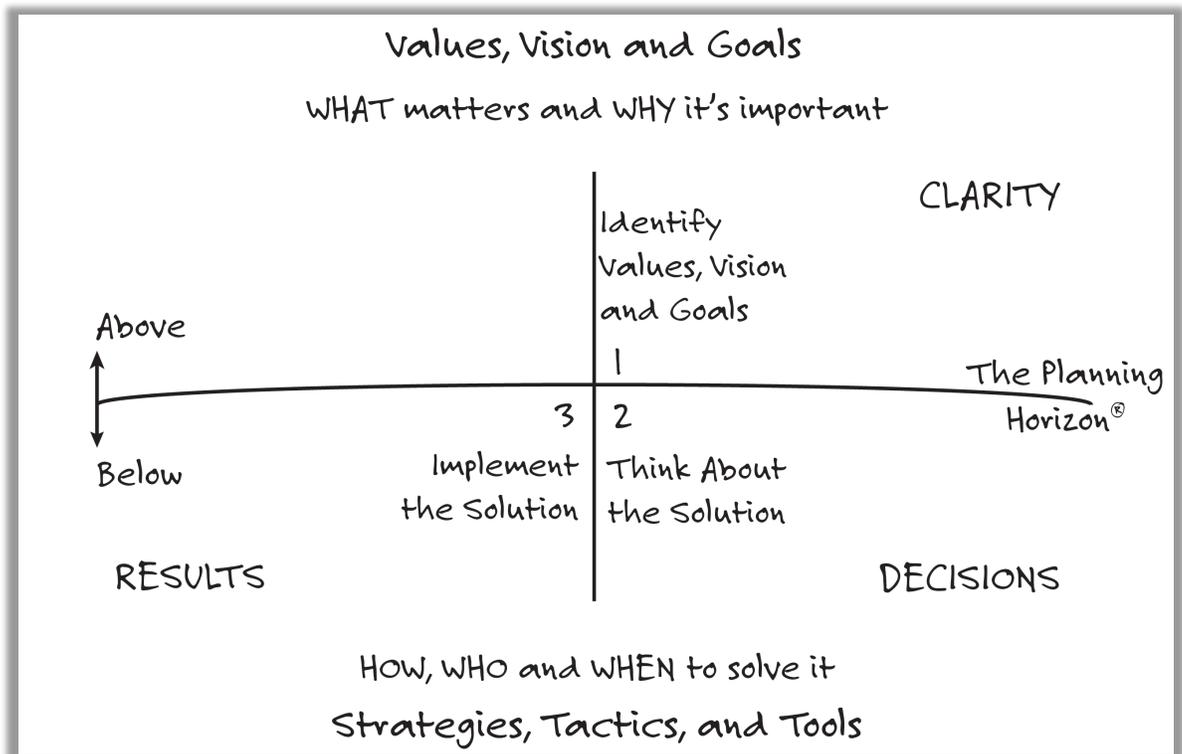
*If you did choose to implement with us, from there we'd move to Quadrant 3. We call this the Implementation Phase.*

*Do you have any questions about that?*

[Client response, “No, we expect you will be making recommendations as part of the plan.”]

[The Strategy Deployment Phase – Label Quadrant 3 as shown below:

- 3
- Implement the solution
- RESULTS]



*If you do choose to implement the solutions with us, we implement for one reason and one reason only: to get results. Solutions are not worth the paper they are written on if the solution is not implemented. There are good decisions and there are bad decisions, but the costliest is indecision.*

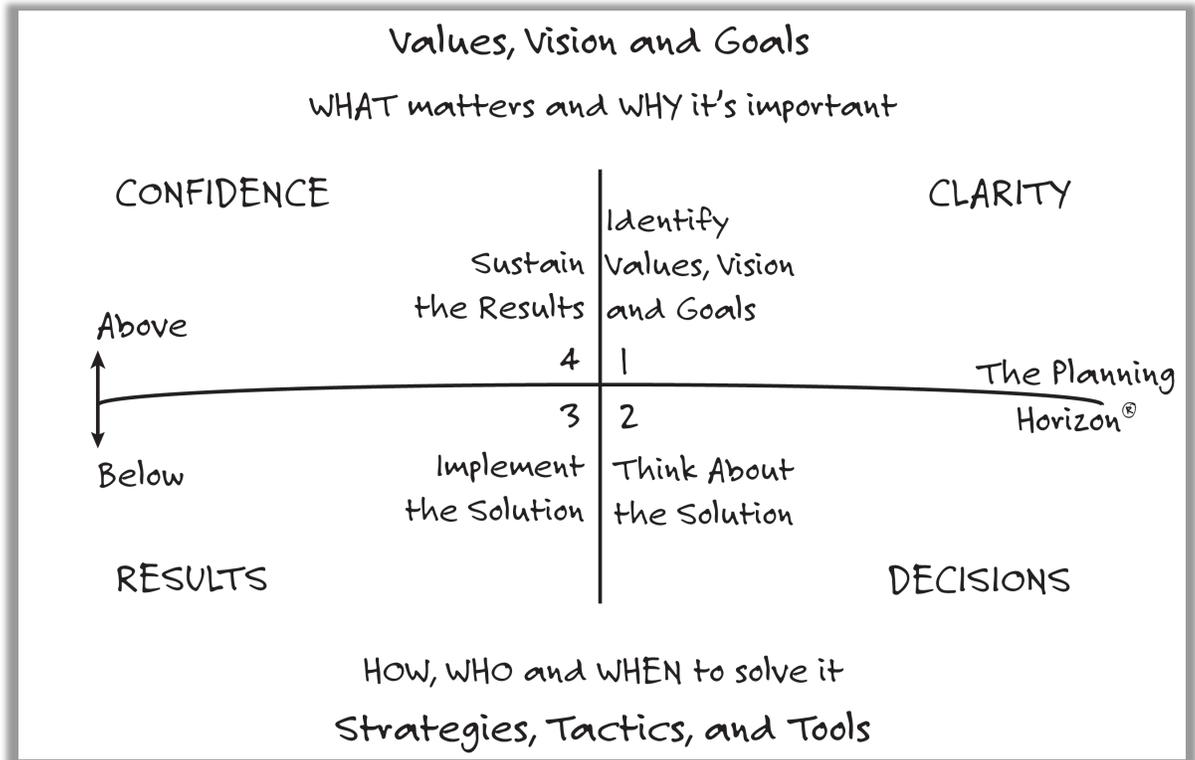
*When we do get those results, what we do with them is very important. In the 4<sup>th</sup> Quadrant is where we manage and sustain those results over time.*

*Does that make sense?*

[Client response, “Yes, that is very clear, thanks.”]

[The Results Management Phase – Label Quadrant 4 as shown below:

- 4
- Manage the Results
- CONFIDENCE]



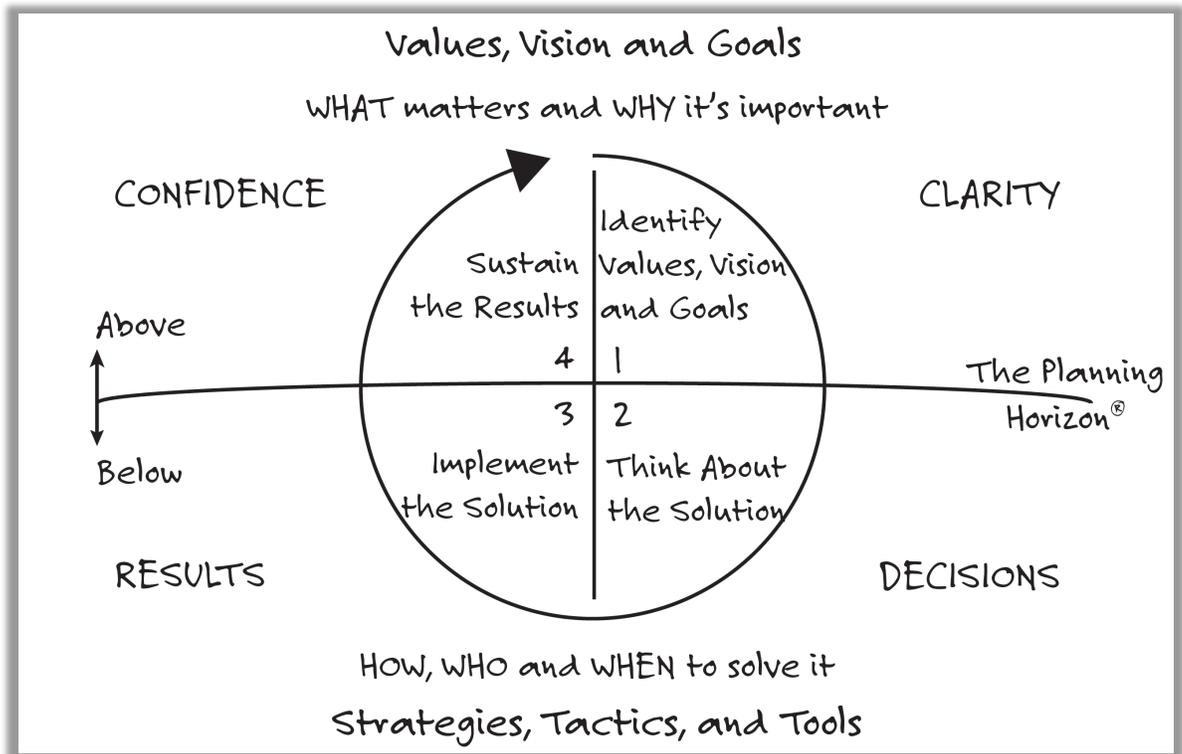
*Now, what that will do is, on a review basis, it will let us know if we're on track or deviating, what changes we need to make, and ultimately give you the confidence to know your plan is in action to help you achieve your goals.*

*Most people don't have anyone that manages those results. So let me ask, regarding (xyz goal), what is providing you confidence that you're going to be able to successfully achieve it? In other words, what do you have in place now that gives you ultimate confidence that the solutions you have implemented are tying back to what you are trying to achieve? What are the results that you're currently achieving that are relevant to (xyz goal) and is that result sustainable over the time frame of (xyz goal)?*

*Often, we've found that people who come to us who may have already done planning may not have the confidence in their plan that they are looking for. Meaning, they may have several things in place, and they may be working towards accomplishing their ultimate goals, but they're not really sure.*

*This process ensures that we are always in the conversation so you can remain confident.*

[Draw a looping line that starts in Quadrant 1 circles below Quadrant 2 and 3, and ends in Quadrant 4 with an arrow.]



So, we can take a step back and say okay, we spend a bit more time in Discovery than most firms would, making it really all about you. With that clarity, we can give you creative solutions so you make an educated decision with confidence. To then be able to take action, to implement to get the result you want and ultimately have that result lead to the confidence that we're going to be able to achieve what you're looking to do. And we continue to manage, continue to work throughout this cycle, and keep evaluating how things are working Above and Below the Horizon, regularly, as part of our review process.

One thing that's a constant in this world is change. Nothing ever stays the same and your plan needs to evolve as well.

As I stated in the beginning of our time together today, planning is a service we offer for a fee. The investment is \$3,500 and covers the cost of resources and our staff's time to put the plan together from a completely objective standpoint. Based upon our discussion today and our planning process we just explored together, is there any reason you wouldn't want to move forward today to begin putting your plan together?

## **Engagement: Transition to the close for next steps.**

**[This is the final step in your Approach Talk™ meeting where you will engage the prospect.]**

Once the client agrees that they want to move forward and work with your firm, the final step in this meeting is to explain what the next meeting will look like and get a commitment from the client by having them sign the engagement letter and any additional documents required to move forward. This serves to acknowledge their commitment and keep them motivated in the process.

The engagement letter should outline what will occur in your next meeting and your planning fee for the engagement.

The letter should also include specific discussion points, any documents you would like to receive ahead of time (using a document checklist) and any reports that might be generated from the meeting. You should also provide a space for a signature. Defining the fee to engage your services, the plan for your second meeting together, outlining what they can expect, and asking them to sign will have a dramatic impact on the results from the engagement. You should also schedule your next meeting while they are focused and engaged.

### **[Suggested Documents:]**

Engagement Letter (Sample Provided)

Document Checklist (Sample Provided)

Any additional documents required for you to engage and move forward