Voice Dictation - Outline

Outline Examples

Name John & Mary Smith

Date August 10, 2015

Type of Meeting Today we had our (F.F.P./2nd meeting/Delivery appointment

Who attended John came alone because Mary was babysitting

First Impressions I could tell right from the start that John was impressed with me from the program

OR

John was very quiet and reserved and I spent most of the meeting wondering why he came here

Characteristics (nice, outgoing, quiet, argumentative)

Level of Sophistication (very simple, simple, average, sharp, very sharp)

Type of Prospect (do-it-yourselfer, single-advisor, multiple-advisor)

Quality of Advisor

Relationships I asked him if he considered any of his 3 advisors primary and he said, “no”. I asked him to rank his advisors and he likes AG Edwards first, and the bank second.

End Result (G.P., P.S., P.T.– If P.S. which investment is problematic?)

Attempted Disturbing Scenarios and Results

1) Working Capital Not Working

2) Too Much Money in One Stock

3) Too Much Money in Stock Market

4) Long-term Bonds

5) Bond Funds

6) Taxes

7) Fees

8) Needs a Coordinated Plan to Generate Income

9) Management for Spouse Incase of Death

10) They really Dislike Their Advisor

Closes The logical progression is important! This must include details including prospect rebuttals and how you overcome them!

Follow Up Follow up for me (date) for next appointment.

Amy, please process the enclosed paperwork.

EXAMPLES:

Attempting Disturbing Scenarios and Results

1. He has 60% of his money in stocks – First, I asked him what type of investor he thought he was and he said “aggressive.” I asked him what percentage of his money he thought should have in the market and he said, “75%.” I went through the history of the stock market and P/E ratios with him. He understood my point but was really not disturbed because he has only 60% in the market.
2. He has $110K of his money in bond funds – I discussed with him the difference between bonds and bond funds. He had not known that before and wondered why his broker in the bank hadn’t told him.
3. Taxes – I also showed him how these corporate bond funds worked when it comes to taxes and how he paid taxes on 100% of the income while his funds lost money. He was upset that the bank advisor never explained this.

Closes

1. I explained the differences between us and the guys in the bank. I discussed our technical expertise, resources, independence and specialty in safe money.
2. I asked him if he felt like he needed to fix this bond fund and he said yes
3. I asked him who he thought was better suited to fix this problem and he said me, but he wants to talk to the guy at the bank first.
4. I asked and talked him through what the broker was likely to say when John called him. I did the airplane and the doctor analogy. He knew that I had a point but wanted to know what I would recommend.
5. I told him there were 6 or7 safe money options. If he was committed to me, we would have to meet again and discuss this further, but even if we did something simple and bought individual municipal bonds, we could solve both the bond fund and tax problem.
6. I asked him again if he wanted me to solve this problem and he said, “Yes,” so I told him that we would have to schedule a 2nd appointment and he agreed.
7. I told him that I wanted to take our last couple of minutes to get a feel for his safe money preferences. I went through banks, bonds, and insurance companies. He likes municipals the best and indexed annuities second. I told him that I would want to use at least 2 different instruments, so we agreed preliminarily that we could do 50-50.
8. I told him to think about that mix over the next week. We could change it if he wanted to, but meanwhile I would seek out the best solutions in both categories.

CLIENT CATEGORY

A, B, C or D

OPPORTUNITIES

Selling home, retiring, CD maturing, death benefit rider, inheritance, outside assets, etc.