

GOAL-BASED CLIENT REVIEW

A Client Review System
Expanded Guidebook

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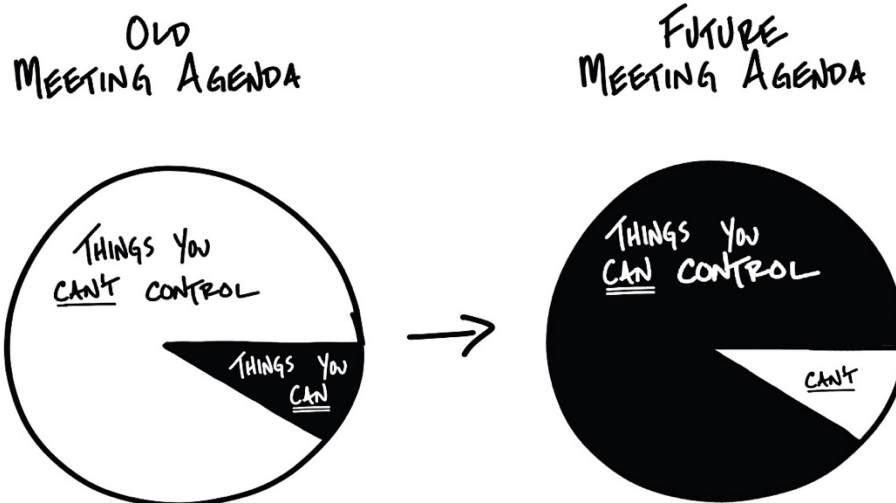
A Goal-Based Approach to Client Meetings

Client reviews are a foundation of your practice and your relationship with clients. After you have read the Client Review System Guidebook and have solid processes in place to elevate your client meeting experience, it's time for a key mental shift: viewing these meetings as a time to focus on what you can control instead of what you can't.



FLIP THE SCRIPT

Evaluate your current meeting agenda, which might normally consist of a performance review-based meeting, with perhaps a few minutes at the end of the meeting spent touching on client goals. Carl Richards challenges you to flip that script, and instead spend 90% of your client review discussing client goals and the clients' progress toward those goals (things you CAN control). Also, remember to spend substantially more time listening than talking (Carl urges us to only talk 5% of each meeting!). In order to get your clients "out of the trees," reconnect them to the goals that were initially established and spend time with them reinforcing your mutual efforts to reach those goals.



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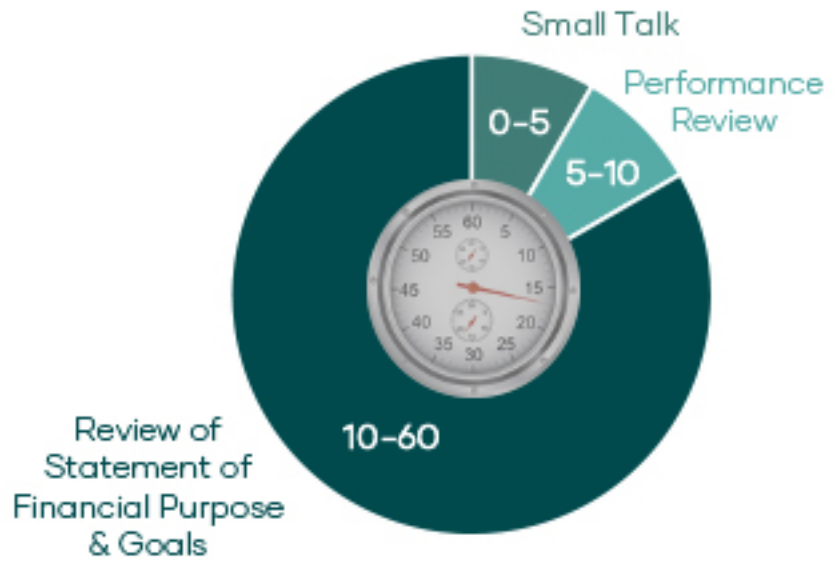


NEW PRIORITY, NEW AGENDA

In conjunction with this priority, allow for the bulk of your meeting to be spent revisiting and reconnecting to your clients' Statement of Financial Purpose and their progress toward their personal and financial goals. It's okay to spend a few minutes in small talk,

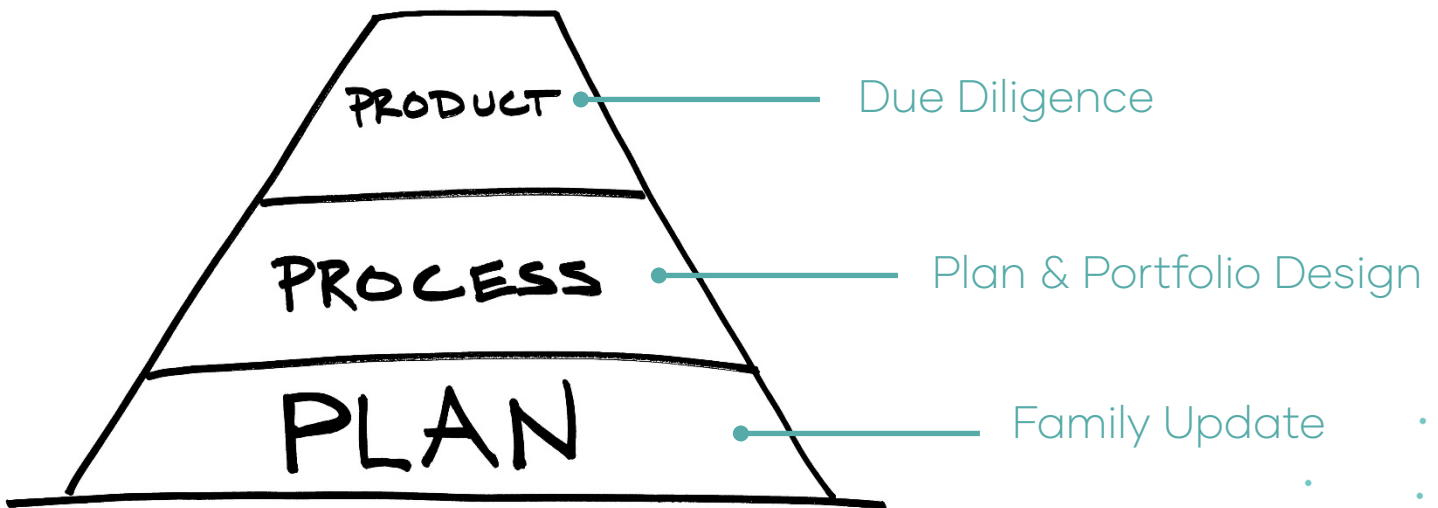


and also a few minutes on market conditions, but these jointly should take no more than 10 minutes. The remainder of your meeting—anywhere from 50 to 65 minutes—should be spent focusing on the clients' progress toward and achievement of goals. Allow your use of an interactive planning tool (like eMoney or MoneyGuidePro) to facilitate this agenda transition.



MAKE A TRANSITION

Introduce your role as a trusted tour guide, as opposed to a staunch defender of the map, beginning at your first client meeting. Continue to reinforce this idea throughout any of your recurring client reviews, remembering that it is okay to gradually transition clients from a performance-based meeting to a goals-based meeting (begin seeding this transition by saying things like, "Yes, we can talk about the market for a few moments, but let's circle back to the heart of this meeting, which will be an update on where you are with meeting your personal and financial goals"). Remember, the foundation of a goal-centric performance review is the plan, which consists largely of a family update and family goals.



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With your focus on goals (not performance), you'll be able to inherently affirm your long-term value and build a lasting, sustainable client relationship.

