**CHECKLIST FOR TAKING INITIAL TELEPHONE ENQUIRY**

* Answer phone call as per our telephone protocols.
* Listen to caller’s reason for contacting us.
* Where the enquiry is advice related ask the caller permission to ask a few simple questions and capture some basic information including:
* The caller’s full name
* Their postal, email address and telephone contact number
* If they have been recommended by someone? If yes, ask who referred them.
* The main reason for them calling today
* Responses to each of these questions should be documented on the personal details form for initial telephone enquiry Step 2.1.2(this can be recorded in templates provided or directly into your CRM system such as Xplan, Coin or InfoTech).
* Initial assessment of (business name) being able to satisfy the caller’s needs to be completed (assessment process included in Step 2.1.2).
* If we are not able to satisfy these needs, the caller should be advised of a specific advice partner who is better equipped to service the client. Contact details of advice partner should be provided to caller.
* If we believe we can help the caller (as a potential client), continue with the checklist.
* Explain to potential client that you would like to make an appointment with a specialist adviser to discuss in detail their situation and the reasons they are looking for advice.
* Once a date and time is agreed, explain that you will forward an exploratory meeting information pack which includes: a meeting preparation guide, a guide of what to think about, meeting agenda, business introduction, travel guide and a team intro sheet.
* Ask if the potential client will be accompanied by anyone else at the exploratory meeting.
* Ask how the potential client will be travelling to the meeting. Advise that you will include travel details in their information pack to make it easy to get to our office.
* Ask if the potential client would prefer to receive the information pack by mail or email, and make a note of their preference.
* Invite the potential client to ask any other questions they may have and respond appropriately.
* Advise the potential client to contact you prior to the exploratory meeting if they have any other queries and that you are looking forward to meeting them on (meeting date).
* Input all appropriate details into electronic diaries (including meeting room reservation) and transfer details from the personal details form to potential client data file.

**PLEASE NOTE:**

If the caller asks for or insists on being put through to a particular adviser, inform the caller that they are not available right now and that you will pass on a message for them to call you at their earliest convenience. In the meantime, ask the caller if you could please ask a few questions and record some important information to pass onto the adviser.

Then follow above process.