

TOOL 2.3.3: Guide to exploratory meeting | Exploratory meeting business information pack

PURPOSE: A team member guide for those engaging in the exploratory meeting with the potential client. This guide encompasses the entire exploratory meeting and should be reviewed in conjunction with checklist for exploratory meeting preparation and checklist for greeting the client.

**Business tool for internal use only (not for client use/view)*

.....

GUIDE TO EXPLORATORY MEETING

INTRODUCTION AND OBJECTIVES

The senior adviser commences discussion and reconfirms the objectives of the exploratory meeting. These objectives have been included in the exploratory meeting preparation guide forwarded to the potential client prior to the meeting. The objectives of the exploratory meeting are:

1. To explore what the potential client wants to achieve, to understand their current situation and to identify where there may be opportunity to provide advice and help them put in place a plan for their future.
2. For the potential client to learn about our business and how we can work together to help them achieve the things that are important.
3. For both parties to assess all information and determine whether it is appropriate that we progress to the next step.

Potential client to be asked if they are comfortable with these objectives and invited to ask any questions they may have.

THE CLIENT'S STORY

The senior adviser to invite the potential client to tell their story (you can refer to their responses from the exploratory meeting preparation guide (2.2.2):

- o What's really important to you now and in the future? (Health, current lifestyle, buying a house, saving for retirement, funding parents aged care, structuring philanthropy etc.)
- o What are your current circumstances? (Family, health, dependants, home ownership, business, occupation, recreational activities etc.)

Where do you see your need for advice? What are the priority issues you believe you need help with at the moment?

TOOL 2.3.3: Guide to exploratory meeting | Exploratory meeting business information pack

PURPOSE: A team member guide for those engaging in the exploratory meeting with the potential client. This guide encompasses the entire exploratory meeting and should be reviewed in conjunction with checklist for exploratory meeting preparation and checklist for greeting the client.

**Business tool for internal use only (not for client use/view)*

.....

THE BUSINESS STORY

The senior adviser to provide a brief overview of the business, how we work together and the roles of each team member.

Refer to the following team member scripts:

- Client-focussed business introduction from the exploratory meeting client information pack (2.2.4)
- Explaining the business and the value of our business (2.3.5)
- Explaining the process (2.3.6)

QUESTIONS, ADDITIONAL DISCUSSION AND NEXT STEPS

The senior adviser to invite the potential client to ask any questions they have about the business, the value, the process, etc. and assess whether the potential client is appropriate for the business. The criteria to be used in this informal assessment will include:

- Advice needs of the potential client
- Personality/character fit with the business
- Potential client comprehension of the value the business can deliver
- The source of potential client referral

Where the senior adviser believes the business would like the potential client to proceed to the next step, explaining the next steps using the team member script (2.3.8)

Where the senior adviser believes the potential client is not a good fit with the business, it should be respectfully explained and, if appropriate, an advice partner recommended to address their immediate advice needs.

TOOL 2.3.3: Guide to exploratory meeting | Exploratory meeting business information pack

PURPOSE: A team member guide for those engaging in the exploratory meeting with the potential client. This guide encompasses the entire exploratory meeting and should be reviewed in conjunction with checklist for exploratory meeting preparation and checklist for greeting the client.

**Business tool for internal use only (not for client use/view)*

.....

GATHERING ADDITIONAL INFORMATION

Where there is agreement to proceed to the next step the senior adviser and associate adviser thank the client for meeting, explain that they enjoyed the discussion and look forward to meeting with them again soon. The senior adviser hands the meeting over to the personal client manager to gather some additional personal details and agree on a time and date for the discovery meeting.

Refer to the following tool:

- o Additional details form (2.3.10)