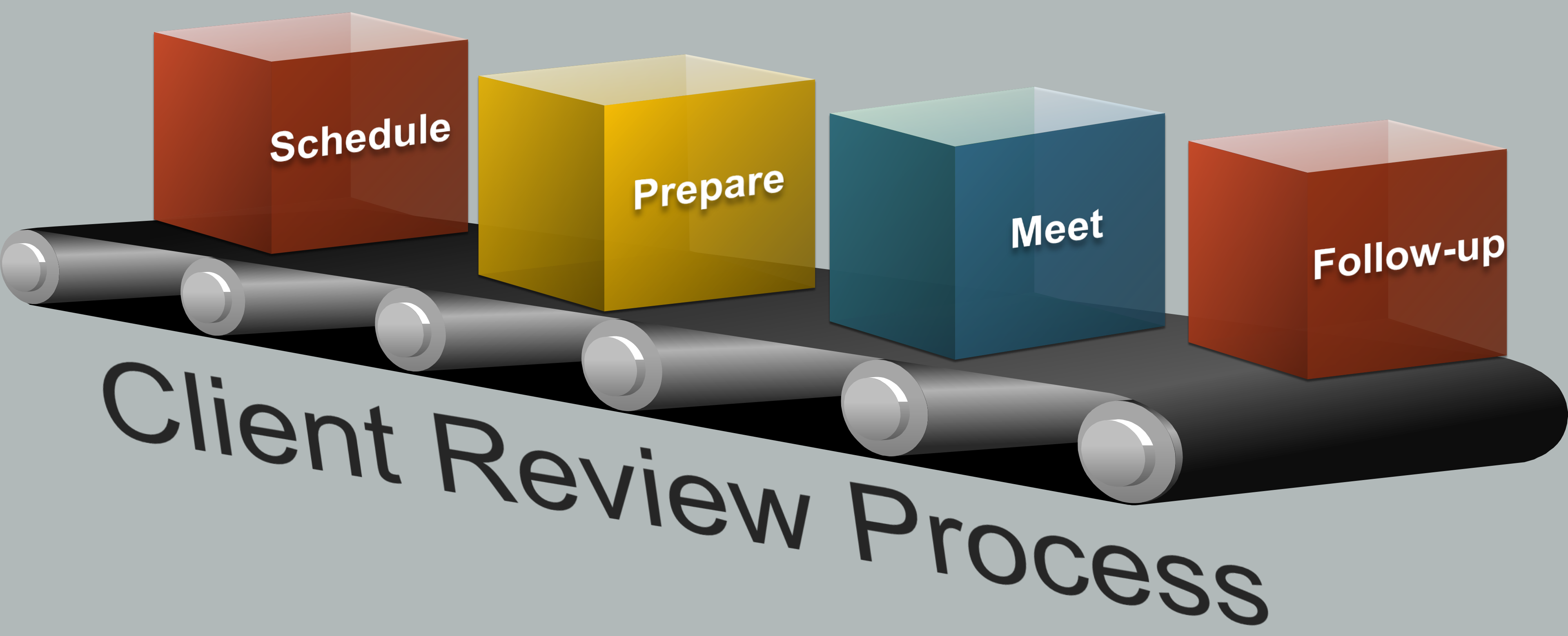
Streamlined Operations Strategy

Process	What steps are required to complete the activity (e.g., Client Review Process)?
Checklist	What tasks are needed to complete each step of the process?
System	How is each task completed within each step of the process?
Delivery	What is the repeatable way the process, checklist, and system is delivered?
Train	**T.O.A.R Method** - **T**rain - **O**bserve - **A**ssess - **R**efresh

THE PROCESS



CHECKLIST TEMPLATE

CLIENT REVIEW CHECKLIST

Creation or Updated Date: 04-26-24

Use this checklist to schedule, prepare, meet, and follow-up with clients' client review.

1. SCHEDULE CLIENT REVIEW

- ☐ Identify clients due (or overdue) for client review in the following month.
- ☐ Share list and any Client Review Notes with the advisor prior to scheduling.
- ☐ Reach out to client to schedule meeting.
- ☐ Place meeting on calendar (e.g., advisor, clients, conference room, other team members)

2. PREPARE FOR CLIENT REVIEW

- ☐ Run Reports for advisor to review and assist in agenda creation.
- ☐ Create an agenda.
- ☐ Send email reminder to client with agenda.
- ☐ Call client to confirm agenda and directions for meeting (e.g., location, zoom, etc.)

SYSTEM TEMPLATE

SCHEDULE CLIENT REVIEW

Creation or Updated Date: 04-26-24

Use this system to schedule an in-person or virtual client review.

1. IDENTIFY CLIENTS DUE (OR OVERDUE FOR CLIENT REIVEW IN THE FOLLOWING MONTH

- ☐ Run CRM Report of clients due next month for review as well as any overdue clients as well.

2. SHARE LIST AND ANY CLIENT REVIEW NOTES WITH THE ADVISOR PRIOR TO SCHEDULING

- ☐ Provide Advisor will list of clients due next month for review and/or overdue with any Client Review notes within the CRM.
- ☐ Advisor reviews list and notes to determine if other there are other information pertinent to the client review.
- ☐ Advisor returns any notes with the list of client due for review.

3. REACHOUT TO CLIENT TO SCHEDULE MEETING

- ☐ Determine a week that advisor is available to meet with client.
    - Schedule client reviews on Tuesday, Wednesdays, or Thursdays.
    - Don't schedule more than 3 meetings per day.
    - Schedule virtual meeting unless the client prefers in-person.
    - Allow 30 minutes prior and after client review for prep and follow-up.

The Delivery Options
(in order of complexity)

1. Printed Checklist/System

2. Fillable PDF Checklist/System

3. Video Performing Checklist/System

4. Project Management Software
   (e.g., Monday, Basecamp, Asana)

5. Automated Workflow CRM

The T.O.A.R. Method

- **T**rain - Make team members aware of system and when & how to use
- **O**bserve - Observe team member working through system
- **A**ssess - Confirm system is being used correctly and consistently
- **R**efresh - Allow team members to make changes to make system better

Areas to Systematize

- Bringing in New Client
- Wowing Existing Clients
- Mastering the Mechanics
- Building a Team
- Tracking the Numbers

Bringing in New Clients

How do you attract new clients (marketing) and convert a prospect to a new client (sales)?

- High-performing Website
- Social Media
- Digital Advertising
- Paid leads
- Email Campaigns
- Prospect Events
- Ideal Client Persona
- Discovery Appointment
- Data Gathering Appointment

Wowing Existing Clients

How do you deliver a consistent client experience efficiently and effectively to all levels of clients throughout the client relationship?

- Client Service Model
- Client Gifts
- Client events
- Newsletter
- Asking for Referrals
- Annual Survey
- Client Review Appointment

Mastering the Mechanics

How does your firm deliver the aspects of operations that are part of the firm's offerings (e.g., investments, financial planning, insurance, etc.)?

- Account Set-up
- Transfers
- Trading
- Investment Management
- Financial Planning
- Fees
- RMDs
- Insurance
- Annuities
- Opening & Closing the Office
- Address Change

Building a Team

How do you attract, train, and retain great people?

- Organizational Chart
- Job Descriptions
- Search for Candidates
- Interviewing
- Hiring
- Training
- Quarterly Review
- Benefits
- Team Meetings
- Termination
- Individual Goal Setting & Tracking
- Company Goal Reporting

Tracking the Numbers

How do you track your success (e.g., goals, revenue, expenses, profit margin, new clients, referrals, etc.)?

- Annual KPI Tracking
- Annaul Goal Setting
- Quarterly Goal Setting
- Monthly Goal Tracking
- Monthly Goal Reporting
- New Clients
- Time to Convert Prospects
- Referrals Converted

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