



Do You Have an Effective Plan to Meet with Clients?

Is it time to take stock with your clients by setting up a portfolio review? A face-to-face meeting is an opportunity to discuss client goals and changes, as well as to ensure that your client's portfolio performance and positioning are meeting current needs and future objectives.

Begin by Scheduling a Face-to-Face Meeting

Set aside a time when you and your client can have a face-to-face conversation. While phone calls and emails work for routine matters, nothing trumps the personal meeting for maintaining a relationship. The meeting doesn't have to be long, but make sure to budget the time wisely to ensure that you're providing the client with your full attention.

During the meeting, you'll want to talk about three things:

- 1 client goals,
- 2 portfolio performance, and
- 3 investment positioning.

Armed with this information, you can develop an action plan tailored for your client. This step will set the stage for ongoing client communications and an action plan for how you will work together going forward.

Plan for a Successful Client Meeting—

Focus on the Long Haul

Your instinct when talking with clients may be to immediately go to the details—investment performance, winners and losers, and what to do next in the portfolio. Resist this temptation! Instead, help set the stage by taking time to listen to your client. Ask about job issues, children and/or family, and vacation plans. Find out about any changes to the family structure, home situation, or income streams. Learn as much as you can about your client's everyday life, because these nuggets of information can be invaluable in providing a backdrop for setting clear goals for your client's financial future.

Consider the following topics as essential to successful engagement with your clients:

- 1 Are your client's goals the same?
- 2 Has your client experienced any life changing events?—new spouse or children, a new job (or loss of a job), changes with parents or extended family, etc.
- 3 Has your client been faced with any recent challenges—paying for college, starting a new business or building up a current business
- 4 Are there new opportunities to consider?



Face-to-face meetings are key to reaffirming the relationship and ongoing planning with your client.

Information gleaned from this meeting will provide a much better view of your client's needs, goals and risk tolerance. Most importantly, you'll have a greater understanding of how your client defines a successful investment outcome.

Focusing on portfolio outcomes rather than solely on portfolio performance can help you change the conversation from a review of short-term issues to a plan for the next five years.



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