MANAGING
THE SALES PIPELINE
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THE SALES PIPELINE

The “Sales Pipeline” consists of clients and prospects in the process of buying something.

The pipeline can be broken down into four phases, each of which is managed by a Speedbutton® Group of the same name.

**Lead Generation**: These are the actions taken to create a lead for the first time. The Lead Generation Speedbutton Group is used to deal with prospects from mass mail sources only, and only for the first response. A special sub-category of Lead Generation is “referrals and introductions.” On first contact, they are managed with the Referral Wizard.

**Lead Development**: Those actions taken to push a prospect or existing client to a first appointment in a sales process.

**Sales Process**: Once the first appointment is set, the lead is managed with Sales Processing. This covers 2nd appointment, 3rd and subsequent appointments as well as re-scheduling. The end result of this phase is “Sale to Client” or “Sale to Prospect.”

**Red Carpet**: New sales are managed with the Red Carpet and Red Carpet Follow-up Speedbuttons.

The flow chart on the next page illustrates the selling cycle.

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1 In earlier version of the system, this Speedbutton Group was called “Lead Processing-New Prospects.” With some modification and clarification, it’s the same group.

2 This group was formerly, “Lead Processing Known CGs.”

3 “Sales Process” was formerly “Appt Processing” which did not adequately describe the scope of the buttons in this group.

4 Red Carpet Speedbuttons in this group have been modified.
New prospects enter the selling cycle with the Lead Generation Speedbuttons. They follow one of two tracks.

- Process those ready to set an appointment with the A-Hot Speedbuttons.
- Process interested and qualified prospects not ready to set an appointment with either B-Cherry, C-Green Cherry, or C-Conditional Speedbuttons. It is here the monthly drips and 90 DNC develop prospects.

After the first contact, all prospects are processed with Lead Development Speedbuttons. The objectives of the "development" process is to create sufficient interest so that the prospect will set an appointment. Once that appointment is kept, they are then processed with the "Sales Process Speedbuttons."

If a prospect who had set an appointment fails to show up, he or she would be downgraded to other categories. Further development might then occur. The objective is to get this person that to A-Hot at some point.

Once the prospect has kept the first appointment, they are then processed with the Sales Process Speedbuttons. If a new prospect becomes a client, he or she is then processed with the Sale to Prospect Speedbutton. This prompts the SV to run the appropriate Red Carpet Speedbutton.

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The primary difference between the Lead Generation Speedbuttons and the Lead Development Speedbuttons is this: Lead Generation sends information about you and your team. Remember, lead generation is for people who responded the first time. They are normally not familiar with you.

But existing prospects and clients (who are also sales leads) already know you and your team. It is therefore unnecessary to send them your resume, references, and an introduction to your team. Other than these differences, the processes are the same.

A client, therefore, is only processed with Lead Development Speedbuttons. When a client becomes a lead, they start at the top right of the flowchart.
**SHORT NOTE ON TERMINOLOGY**

**Track:** The term “track” refers to the actions taken when someone becomes a lead or changes lead type.

**A B C D:** These are the degrees of hotness of a sales lead. Each stands for a category of prospect. They are further defined in this booklet.

**Prospect:** Someone (not a client) who has responded to a Lead Generation Campaign or has been referred with whom you would like to do business.

**Lead:** A client or prospect in process of active follow-up.

**Lead Development Script:** One of many scripts used in the attempt to upgrade this lead to a "hotter" category.

**Messages:** These are messages appropriate to a person who has become a lead of this type for the first time, or has been upgraded or downgraded to this lead type.

**Naming Messages:** There are a lot of messages. I had to come up with a way to name and categorize them.

Here’s an example of how messages are named:

- **A Hot In Office Appt Email**
- **Lead Type Description Email** indicates this is in email format

**Email Version:** Several of the Speedbutton messages have two versions—the letter version and the email version. The exception is when material must be sent snail mail (enclosing business cards), or when the message is so important or personal, you do not want it sent by email.

Email messages have the word “Email” in their file name.

All email messages are set to be sent on the same day the Speedbutton is deployed.

Snail mail messages, such as an appointment confirmation letter, are set to go 7 days before the appointment.

If an appointment is set less than seven days earlier, the Letter Delivery Date will be earlier than today. For the Hot Prospect messages the CO just hits the CANCEL button on the letter mailing step that is earlier than today and sends the email only.

For any other Speedbuttons we have created specific email versions that use the same steps but send the pertinent messages via email.
LEAD GENERATION EXPLAINED

**Defined:** Those promotional actions that cause a person to respond the first time. Based on how hot or not a person is, a lead is classified according to the types in the following pages. Each lead type has a “track,” which is the series of actions we take in order to push the person toward a sale.

**Clarified:** “Lead Generation” differs from “Lead Development” primarily in the messages which contain a great deal of information about the FA, the team and the company. But once someone has received that information, it would be pointless, if not senseless, to send it again.

That’s why “Lead Generation” Speedbuttons are used ONLY on the first response. Once a person is a client or prospect, he or she is then in the pipeline. The Lead Development Speedbuttons are then used through the first appointment.

One can, occasionally, encounter a “Hot Prospect” on first contact. It’s rare. Usually such a person starts at a lower “temperature.”

**Email Policy:** Several of the messages in these Speedbuttons exists in letter and email format. In the case of all the A-Hot buttons except A-Hot At w/Quest, you can send one of each. For example, if an appointment is 3 weeks down the road, send the email now and the letter a week before. But if the appointment is coming right up, you could send the email only.
**LEAD GENERATION: A HOT**

**Defined:** A decision maker who is very interested and willing to begin the sales process.

**Clarified:** Depending on the product or service you sell, a hot prospect might start the selling cycle immediately over the phone or, in the case of a walk-in, in the office. This is a brand new person, not contacted previously by your office. The best test for “very interested” is: “will set an appointment.” A client or existing prospect is NEVER dealt with using lead generation tools or scripts.

**Source:** Almost any lead generation campaign, whether from relationship marketing or mass marketing, can produce hot prospects. However, most hot prospects will be developed (i.e. heated up) from prospects already in the pipeline who are cooler on the thermometer, and especially from clients. These are managed with Lead Development tools.

**Versions:**

- A-Hot In-Office
- A-Hot Out-Office
- A-Hot Tel Appt

**Track:** This track (sequence of actions, remember?) is designed to minimize the likelihood that you will have a no-show and thus waste some of those $1,000 hours.

1. Set the appointment, preferably on your turf (saves drive time, more professional).
2. IF set for one or two days away, confirm by email or fax.
3. IF set more than 3–6 days away, confirm it immediately by mail or fax.
4. IF set more than a week away, send a confirmation letter 7 days before and an email the day the appointment is set.
5. When the appointment is set more than three days away, confirm it by phone the day before, or day of.

**Script:** When you call back a new prospect, he or she is managed with Lead Development scripts, answers to questions, and your profile

**Messages:**

**Important Note:** Custom Merge fields are highlighted in yellow. This data must be supplied to your CO, preferably on the Lead Processing RUF.

**Message Name:** Lead Generation-A Hot In Office Appt

Just a note to confirm our appointment. We will be meeting:
Day:  «AppointmentDayDate»
Time:  «AppointmentTime»
Location:  My office

We are located at «CompanyAddress». To get here, «CompanyDirections».

I am looking forward to spending some time with you and will do my very best to help you accomplish those financial goals that are most important to you.

If something comes up that would require you to reschedule, please call «ServiceAssistant» at «CompanyPhone».

**Message Name:  Lead Generation-A Hot In Office Appt Email**

Just a note to confirm our appointment. We will be meeting:

Day:  «AppointmentDayDate»
Time:  «AppointmentTime»
Location:  My office

We are located at «CompanyAddress». To get here, «CompanyDirections».

I am looking forward to spending some time with you and will do my very best to help you accomplish those financial goals that are most important to you.

If something comes up that would require you to reschedule, please call «ServiceAssistant» at «CompanyPhone».

**Message Name:  Lead Generation-A Hot Out Office Appt**

Just a note to confirm our appointment. We will be meeting on:

Day:  «AppointmentDayDate»
Time:  «AppointmentTime»
Location:  «AppointmentLocation»

I am looking forward to spending some time with you and will do my very best to help you accomplish those financial goals that are most important to you.

If something comes up that would require you to reschedule, please call «ServiceAssistant» at «CompanyPhone».

**Message Name:  Lead Generation-A Hot Out Office Appt Email**

Just a note to confirm our appointment. We will be meeting on:

Day:  «AppointmentDayDate»
Time:  «AppointmentTime»
Location: «AppointmentLocation»

I am looking forward to spending some time with you and will do my very best to help you accomplish those financial goals that are most important to you.

If something comes up that would require you to reschedule, please call «ServiceAssistant» at «CompanyPhone».

**Message Name: Lead Generation-A Hot Tel Appt**

Just a note to confirm our telephone appointment on «AppointmentDayDate» at «AppointmentTime».

You don’t need to worry about calling us. We’ll take care of it on our end.

However, should anything come up that would require you to re-schedule, then please call «ServiceAssistant» in my office at «CompanyPhone».

P.S. Telephone appointments are an important part of running a modern financial services practice today. By setting telephone appointments, we can avoid one of the curses of life in these early years of the 21st Century—phone tag. In the unlikely event something occurs on our end that would require us to re-schedule, we will, of course, call you to re-schedule.

**Message Name: Lead Generation-A Hot Tel Appt Email**

Just a note to confirm our telephone appointment on «AppointmentDayDate» at «AppointmentTime».

You don’t need to worry about calling us. We’ll take care of it on our end.

However, should anything come up that would require you to re-schedule, then please call «ServiceAssistant» in my office at «CompanyPhone».

P.S. Telephone appointments are an important part of running a modern financial services practice today. By setting telephone appointments, we can avoid one of the curses of life in these early years of the 21st Century—phone tag. In the unlikely event something occurs on our end that would require us to re-schedule, we will, of course, call you to re-schedule.
LEAD GENERATION: B CHERRY

**Defined:** Any decision maker or member of a team, who can influence a decision, is interested enough NOW to be willing to receive literature, and money or time is not a problem.

**Simplified:** A Cherry is someone who is interested and financially qualified NOW.

**Clarified:** I call this grade “Cherries” because somewhere along the road I was trying to pry people loose from the habit of endlessly jabbering at anyone with a pulse. I had the concept that some prospects were worth spending time with and others weren’t. One day “pick the cherries not the pits” sprang to mind, and this type of prospect has been a “Cherry” ever since.

**Versions:**

- B-Cherry
- B-Cherry Email

**Track:**

1. Send requested information today, or tomorrow at the latest.

2. Schedule for a callback in seven days (if info sent by mail) or three days (if sent by email or fax).

**Rules:**

1. As a cross check on interest level, always ask for email and direct extension numbers.

2. Expect that one or two out of ten cherries will become hot when recontacted; one or two will be false cherries (won’t answer the phone or return the call); and the rest will be reclassified as green.

3. You will need a résumé to send with the message. Go to the Document Library and download “Master References and Resume.”

**Messages:**

**Message Name:** Lead Generation-B Cherry

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». As promised, I am sending you the information that you recently requested about «Subject». As you look it over, jot down any questions that come to mind. We’ll touch base with you soon.

Meantime, if something comes up before then that I can help you with, please call our office, at «CompanyPhone». My assistant, «ServiceAssistant», will arrange a convenient time for us to talk.

To give you an idea of who I am and the kind of work I do, I am enclosing copies of my résumé.

**Message Name:** Lead Generation-B Cherry Email

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Thank you for taking the time to talk with «MeUsOrMyOurAssistant». As promised, I am sending you the information that you recently requested about «Subject». As you look it over, jot down any questions that come to mind. We’ll touch base with you a week from today.

Meantime, if something comes up before then that I can help you with, please call our office, at «CompanyPhone». My assistant, «ServiceAssistant», will arrange a convenient time for us to talk.

To give you an idea of who I am and the kind of work I do, I am enclosing copies of my résumé and references.

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LEAD GENERATION: C CONDITIONAL OPPORTUNITY

**Defined:** A prospect that indicates interest but does not know when funds are available or when a decision can be made. Example: Prospect tells you, “I don’t know when I’m going to sell the beach house. When I do, we’ll talk.”

**Simplified:** Interested but has no date or value when action can occur. Everything is “conditional” on something else happening.

**Clarified:** As you talk to prospects, be very alert for conditional opportunities. They are oftentimes your biggest prospects.

**Versions:**

- C-Cond Opp
- C-Cond Opp Email

**Special Instructions:** In the Description of the Objective for this Speedbutton are the following instructions: Words appearing in any Speedbutton description within parentheses are instructional and should be deleted. Material in square brackets should be filled in.

(Due Date = 1st date to touch base—more than 21 days from now, after 3 letters sent! Enter Opportunity data that MIGHT happen, w/ appropriate Suitability. Make sure Interests and Investment Types reflect this Opportunity. Interest Suitability may be "Unknown.")

CONDITIONAL: [Data, purpose.]

The Speedbutton includes a Call Action assigned to the Sales Assistant. That action prompts the SA as follows:

Touch base. If Cond. Opp. has become a GO, set appt. using appropriate Speedbutton. If NOT, use Next Cond Opp Call Speedbutton, setting Due Date based on conversation.

This Call Action sets in motion the process of periodic follow-up necessary to precisely identify the opportunity so it is real and not conditional.

**Track:**

1. Send requested information.
2. Ten days later, send message clarifying focus of your business and a résumé or brochure.
3. Ten days later, send team intro.
4. Make first follow-up call. Reset due date for Call Action based on conversation.
5. Use the “Next Cond Opp Call” Speedbutton to process follow-up calls.

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Rules:

1. By sending three letters quickly, you have a good chance of being remembered later.

2. By insuring the call is made, you have an excellent chance to be there when the funds are available.

Messages:

Message Name: Lead Generation-C Conditional-1 First Letter

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». I understand you don’t know exactly when «DescribeOpportunity». So we will periodically touch base with you.

In the next few weeks, I will send you some information on our team-based financial services practice. So that we don’t fall into the “out of sight, out of mind” hole, from time to time I’ll also send you other information that I hope you find helpful.

Please don’t hesitate to call any time if you have a question or if there is anything we can do for you.

Message Name: Lead Generation-C Conditional-1 First Email

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». I understand you don’t know exactly when «DescribeOpportunity». So we will periodically touch base with you.

In the next few weeks, I will send you some information on our team-based financial services practice. So that we don’t fall into the “out of sight, out of mind” hole, from time to time I’ll also send you other information that I hope you find helpful.

Please don’t hesitate to call any time if you have a question or if there is anything we can do for you.

Message Name: Lead Generation-C Conditional-2 Sends Resume

You will perhaps recall that, in the letter I sent you last week, I mentioned I would send you some additional information. Well, this letter is the first part of it.

As we discussed, you may have an upcoming financial decision to make. We did promise to periodically touch base.

Certainly one of the most important choices you’ll make is who will help you with that decision. So I wanted to take a second and toot my own horn, if you will.

As you can tell from this letterhead, I am affiliated with «CompanyName». I have been an active participant in the securities industry since [YearStarted]. Basically, I focus my business on [Describe-FocusBriefly].

I realize you are very busy and I will respect that by always keeping my calls, and any meetings, brief and to the point.

I’m enclosing my résumé to tell you a little more about who I am and what I do.

Once again, should you have any questions, please don’t hesitate to call.
Message Name: Lead Generation-C Conditional-2 Sends Resume Email

You will perhaps recall that, in the letter I sent you last week, I mentioned I would send you some additional information. Well, this letter is the first part of it.

As we discussed, you may have an upcoming financial decision to make. We did promise to periodically touch base.

Certainly one of the most important choices you’ll make is who will help you with that decision. So I wanted to take a second and toot my own horn, if you will.

I am affiliated with «CompanyName». I have been an active participant in the securities industry since [YearStarted]. Basically, I focus my business on [Describe Focus Briefly].

I realize you are very busy and I will respect that by always keeping my calls, and any meetings, brief and to the point.

I’m enclosing my résumé to tell you a little more about who I am and what I do.

Once again, should you have any questions, please don’t hesitate to call.

Message Name: Lead Generation-C Conditional-3 Team Intro

Important Note: There are some intricate custom merge fields in this message.

COMorF means “Computer Operator male or female.” If female, as shown here, insert an “F.”

What that does is adjust all the personal pronouns so when the CO is referred to, the word “she” is used instead if “he.”

In the text below, these special merge fields are colored turquoise. You don’t have to do anything with them except fill in the values in the table that will appear in the message setup when the Speedbutton is executed.

Just recently, I sent you a letter introducing myself. In this letter, I want to introduce my team. Should you decide to use our services, it is important for you to know who does what.

First let me introduce «ServiceAssistant», my Service Assistant. Her job is to handle all client service questions and problems. If you needed a check, were curious about a dividend, or would like other information, you’d call her. She is here every day from «ServAsstHours».

«SalesAssistant» is my Sales Assistant. As such, her job duties include setting up seminars and client briefings, scheduling appointments, and sometimes relaying information between you and me.
«ComputerOperator» fills the role of Computer Operator. Every day she goes through a series of checklists to ensure that all computer records are accurately updated; any letters I need sent today are, in fact, sent today; and any reports that I require are printed promptly.

I believe very strongly, «Salutation», that this industry requires a team approach.

The information I, as your advisor, need to absorb is massive. Certainly you require quick response to your questions and problems. And only through a dedicated team can the information be absorbed, appropriate recommendations made, and prompt and efficient service be given to you, the client. So—should we ever do business, you can rest assured that I have assembled a dedicated team of professionals to better serve you.

Do give us a call if there is any additional information you need or if you have questions. Again, as promised, we will periodically stay in touch.

**Message Name: Lead Generation-C Conditional-3 Team Intro Email**

Just recently, I sent you a letter introducing myself. In this letter, I want to introduce my team. Should you decide to use our services, it is important for you to know who does what.

First let me introduce «ServiceAssistant», my Service Assistant. Her job is to handle all client service questions and problems. If you needed a check, were curious about a dividend, or would like other information, you’d call her. She is here every day from «ServAsstHours».

«SalesAssistant» is my Sales Assistant. As such, her job duties include setting up seminars and client briefings, scheduling appointments, and sometimes relaying information between you and me.

«ComputerOperator» fills the role of Computer Operator. Every day she goes through a series of checklists to ensure that all computer records are accurately updated; any letters I need sent today are, in fact, sent today; and any reports that I require are printed promptly.

I believe very strongly, «Salutation», that this industry requires a team approach.

The information I, as your advisor, need to absorb is massive. Certainly you require quick response to your questions and problems. And only through a dedicated team can the information be absorbed, appropriate recommendations made, and prompt and efficient service be given to you, the client. So—should we ever do business, you can rest assured that I have assembled a dedicated team of professionals to better serve you.

Do give us a call if there is any additional information you need or if you have questions. Again, as promised, we will periodically stay in touch.
LEAD GENERATION: C GREEN CHERRY

**Defined:** A new prospect who indicates interest, but will not have time, ability to decide, or money until some known later date. That “later date” is called the opportunity date.

**Simplified:** Interested but cannot act until a known later date.

**Clarified:** As you talk to anyone, be very alert to “I just can’t do it now.” If you were to find two “Green Cherry” prospects a day, after a while you would roll in a new month with 40 dripped on Green Cherries. Life would be good.

In this section, we are only concerned about the C Green Cherries who are classified such on first response. Others will come from upgrading or downgrading existing leads and are managed with Lead Development.

We give green cherries a grade of C.

**Versions:**

- C-Grn Chry
- C-Grn Chry Email

**Track:**

1. Send requested information.
2. Ten days later, send message clarifying focus of your business and a résumé or brochure.
3. Ten days later, send team intro.
   * Other steps are handled as part of Lead Development.

**Rule:**

1. By sending three letters quickly, you have a good chance of being remembered later.

**Messages:**

**Important Note:** Since it can be months or years from the time we identify a new Green Cherry until the opportunity date rolls around, we want to do our very best early in our prospecting effort to make sure the prospect remembers our name. That’s why we drip between now and the opportunity date. And it’s very much why we send three messages before the prospect is folded into the drip process. By the time the prospect receives the first drip message, he or she will remember the first three.
**Message Name: Lead Generation-C Green Cherry-1 First Letter**

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». I understand you don’t know exactly when «DescribeOpportunity». So we will periodically touch base with you.

In the next few weeks, I will send you some information on our team-based financial services practice. So that we don’t fall into the “out of sight, out of mind” hole, from time to time I’ll also send you other information that I hope you find helpful.

Please don’t hesitate to call any time if you have a question or if there is anything we can do for you.

**Message Name: Lead Generation-C Green Cherry-1 First Email**

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». As promised, we will be in touch with you in «FundsDueMonth» to discuss the alternatives available.

In the next few weeks, I will send you some additional information on our team-based financial services practice. So that we don’t fall into the “out of sight, out of mind” hole, I’ll continue sending you information from time to time that I hope you will find helpful.

Please don’t hesitate to call any time if you have a question or if there is anything we can do for you.

**Message Name: Lead Generation-C Green Cherry-2 Sends Resume**

You will perhaps recall that, in the letter I sent you last week, I mentioned I would send you some additional information. Well, this letter is the first part of it.

I imagine the reason you requested the information I sent you was because you have some kind of financial decision to make—either now or in the future—and you are shopping around.

Certainly one of the most important choices you’ll make is who will help you with that decision. So I wanted to take a second and toot my own horn, if you will.

As you can tell from this letterhead, I am affiliated with «CompanyName». I have been an active participant in the securities industry since [YearStarted]. Basically, I focus my business on [DescribeFocusBriefly].

I realize you are very busy and I will respect that by always keeping my calls, and any meetings, brief and to the point.

I’m enclosing my résumé to tell you a little more about who I am and what I do.

Once again, should you have any questions, please don’t hesitate to call.

**Message Name: Lead Generation-C Green Cherry-2 Sends Resume Email**

You will perhaps recall that, in the letter I sent you last week, I mentioned I would send you some additional information. Well, this letter is the first part of it.
I imagine the reason you requested the information I sent you was because you have a very important financial decision to make and you are shopping around.

Certainly one of the most important choices you’ll make is who will help you with that decision. So I wanted to take a second and toot my own horn, if you will.

I am affiliated with «CompanyName». I have been an active participant in the securities industry since [YearStarted]. Basically, I focus my business on [DescribeFocusBriefly].

I realize you are very busy and I will respect that by always keeping my calls, and any meetings, brief and to the point.

I’m enclosing my résumé to tell you a little more about who I am and what I do.

Once again, should you have any questions, please don’t hesitate to call.

**Message Name:** Lead Generation-C Green Cherry-3 Team Intro

**Important Note:** There are some intricate custom merge fields in this message.

**COMorf** means “Computer Operator male or female.” If female, as shown here, insert an “F.”

What that does is adjust all the personal pronouns so when the CO is referred to, the word “she” is used instead if “he.”

In the text below, these special merge fields are colored **turquoise**. You don’t have to do anything with them except fill in the values in the table that will appear in the message setup when the Speedbutton is executed.

Just recently, I sent you a letter introducing myself. In this letter, I want to introduce my team. Should you decide to use our services, it is important for you to know who does what.

First let me introduce «ServiceAssistant», my Service Assistant. Her job is to handle all client service questions and problems. If you needed a check, were curious about a dividend, or would like other information, you’d call her. She is here every day from «ServAsstHours».

«SalesAssistant» is my Sales Assistant. As such, her job duties include setting up seminars and client briefings, scheduling appointments, and sometimes relaying information between you and me.

«ComputerOperator» fills the role of Computer Operator. Every day she goes through a series of checklists to ensure that all computer records are accurately updated; any letters I need sent today are, in fact, sent today; and any reports that I require are printed promptly.
I believe very strongly, «Salutation», that this industry requires a team approach. The information I, as your advisor, need to absorb is massive. Certainly you require quick response to your questions and problems. And only through a dedicated team can the information be absorbed, appropriate recommendations made, and prompt and efficient service be given to you, the client. So—should we ever do business, you can rest assured that I have assembled a dedicated team of professionals to better serve you.

Do give us a call if there is any additional information you need or if you have questions. Again, as promised, we will periodically stay in touch.

Message Name: Lead Generation-C Green Cherry-3 Team Intro Email

Just recently, I sent you a letter introducing myself. In this letter, I want to introduce my team. Should you decide to use our services, it is important for you to know who does what.

First let me introduce «ServiceAssistant», my Service Assistant. Her job is to handle all client service questions and problems. If you needed a check, were curious about a dividend, or would like other information, you’d call her. She is here every day from «ServAsstHours».

«SalesAssistant» is my Sales Assistant. As such, her job duties include setting up seminars and client briefings, scheduling appointments, and sometimes relaying information between you and me.

«ComputerOperator» fills the role of Computer Operator. Every day she goes through a series of checklists to ensure that all computer records are accurately updated; any letters I need sent today are, in fact, sent today; and any reports that I require are printed promptly.

I believe very strongly, «Salutation», that this industry requires a team approach. The information I, as your advisor, need to absorb is massive. Certainly you require quick response to your questions and problems. And only through a dedicated team can the information be absorbed, appropriate recommendations made, and prompt and efficient service be given to you, the client. So—should we ever do business, you can rest assured that I have assembled a dedicated team of professionals to better serve you.

Do give us a call if there is any additional information you need or if you have questions. Again, as promised, we will re-establish personal contact as we get closer to the point your funds will be available to invest or re-invest.
LEAD GENERATION: DISC/WRONG#: PERMOFF

**Defined:** As calls are made the Sales Assistant will encounter wrong or disconnected numbers. In order to stay efficient it is essential these contacts are flagged and the numbers removed from the database. These ongoing maintenance of the list allows the highest level of efficiency when calling. A wise man once said:

“Sales is a numbers game.”

**Clarified:** Every wrong or disconnected number will have all Lead Generation and Lead Development Keywords removed and they will be perm'd off.

**Track:**

1. A Note is added to the record in which the wrong or disconnected number should be listed as well as it’s disposition.

2. If there is/are an alternate number(s) for the Contact Group, attempt it/them.

3. If the second number works, change Comm Status back to Normal and make note of the change in a new Note on the record.

4. If the alternate number(s) is/are also wrong or disconnected, add them and their dispositions to the Note.

5. If that is the only number for the Contact Group or all other numbers are also wrong or disconnected, remove this CG from your campaign.
LEAD GENERATION: PERM OFF

Defined: Not just your usual grouchy prospect. These are NOT just run-of-the-mill Pits. Jerks, I mean “Perm Offs” yell, curse, and generally act like the body parts they are. There won’t be any question when you find one.

Clarified: Regrettably, every list is inhabited by what we have scientifically identified as jerks.

Track:
1. Enter a Note documenting what unhappy event led to the Contact Group being permed off.
2. The Speedbutton marks them “Perm Off.”

Rules:
1. If using a paper list, scratch off the list.
2. If the name is in your Gorilla database, leave it in the database but mark it and run the Perm Off Speedbutton. This marks it so it never receives phone calls, letters or email. By leaving the “Perm Off” in your database but marked so that it never gets mail or calls, you can exclude the “Perm Off” as a duplicate if you ever get his or her name on some other list.
LEAD GENERATION: PIT

**Defined:** Anyone who is uninterested, unqualified, and/or unable to make a decision.

**Clarified:** Pits can be mildly hostile, but mostly there is no sign of life.

**Track:**

1. Leave Pits on whatever mass mail list they came from.

2. If a prospect becomes a Pit, the “Pit” Speedbutton simply changes his list field from Prospect to Mass Mail.

**Rules:**

1. After talking to a Pit, don’t write “Pit” beside the name or in the record. By doing so, you prejudice your list when time comes to contact that person again. After all, who wants a list of pits? And initially, most of the names on any list are pits, aren’t they?

2. Don’t add anything to your notes about a prospect unless it’s good, or unless it’s bad enough to require removing the person entirely from your list. It’ll save you a lot of time if you only write down the good news.

3. As a very broad rule, don’t take Pits off the list. Let me give you an example: In doing some test marketing, I decided to see if this principle held. So I asked my researcher to call back a list of people who, less than two months earlier, had told us they were “happy with their present situation.” Guess what?

They acted like they had never received a call from us, and we put lots of Cherries in our basket from the list we had called earlier. This is in perfect agreement with the “Cherries and Pits” theory. Now, weren’t they telling us the truth the first time when they said they were happy? Undoubtedly. But they originally came from a list that produced a profitable number of Cherries. Like picking cherries from a tree, pick the ripe prospects when they’re ripe. Then go back and get some more. After a time, perhaps when you have called or mailed the list six times or sixteen, or sixty-six, the list will no longer be profitable. Or it may be unprofitable after the first time you mail or call it. Then throw the whole thing out.

Remember, prospecting, as a branch of marketing, deals with groups. Keep everyone but jerks on the list as long as the list is profitable.
LEAD DEVELOPMENT EXPLAINED

**Defined:** “Lead Development” consists of the promotional actions taken to “heat up” a lead to the point he or she is willing to begin the sales process.

**Clarified:** “Lead Development” stays in touch, answers questions, and most importantly asks questions until the hot button that will move the client or prospect into the selling cycle is found.

Once a first appointment has been set, the client or prospect is managed with the “Sales Process” Speedbuttons.

**Email Policy:** Several buttons in this group include a separately formatted message for email. Send both or one, according to your office policy. We recommend that for appointments set more than a week away send both versions.
LEAD DEVELOPMENT: A HOT

Defined: A client or prospect decision maker (or someone in the household or office) who is very interested and willing to begin the sales process.

Clarified: The test for “very interested” is: “will set an appointment.” Note: a hot lead can be a client or a prospect.

Source: Clients may immediately start the sales process. Prospects generally have to be developed, and moved up to hot from lower categories on our lead classification thermometer.

Most prospects, even referrals, need time to get to know you before coming to your office or inviting you to their office or home.

Versions:

- A-Hot In-Office
- A-Hot Out-Office
- A-Hot Tel Appt

Track: This track (sequence of actions, remember?) is designed to minimize the likelihood that you will have a no-show and thus waste some of those $1,000 hours.

1. Set the appointment, preferably on your turf (saves drive time, and more professional).
2. IF set for one or two days away, confirm by email or fax.
3. IF set more than 3–6 days away, confirm it immediately by mail or fax.
4. IF set more than a week away, send a confirmation letter 7 days before and an email the day the appointment is set.
5. When the appointment is set more than three days away, confirm it by phone the day before, or day of.

Lead Development Script: No Script. Just use a common sense, friendly, confirmation. It should be VERY assumptive.
Messages:

Message Name: Lead Development-A Hot In Office Appt
Just a note to confirm our appointment on «AppointmentDayDate», at «AppointmentTime» here in my office.
I’m looking forward to seeing you.
If anything comes up that would require you to reschedule, please give us a call at «CompanyPhone».

Message Name: Lead Development-A Hot In Office Appt Email
Just a note to confirm our appointment on «AppointmentDayDate», at «AppointmentTime» here in my office.
I’m looking forward to seeing you.
If anything comes up that would require you to reschedule, please give us a call at «CompanyPhone».

Message Name: Lead Development-A Hot Out Office Appt
Just a note to confirm our appointment on «AppointmentDayDate», at «AppointmentTime» at «AppointmentLocation».
I’m looking forward to seeing you.
If anything comes up that would require you to reschedule, please give us a call.

Message Name: Lead Development-A Hot Out Office Appt Email
Just a note to confirm our appointment on «AppointmentDayDate», at «AppointmentTime» at «AppointmentLocation».
I’m looking forward to seeing you.
If anything comes up that would require you to reschedule, please give us a call at «CompanyPhone».

Message Name: Lead Development-A Hot Tel Appt
Just a note to confirm our telephone appointment on «AppointmentDayDate» at «AppointmentTime».
You don’t need to worry about calling us. We’ll take care of it on our end!
However, should anything come up that would require you to re-schedule, then please do give us a call.

Message Name: Lead Development-A Hot Tel Appt Email
Just a note to confirm our telephone appointment on «AppointmentDayDate» at «AppointmentTime».
You don’t need to worry about calling us. We’ll take care of it on our end!
However, should anything come up that would require you to re-schedule, then please do give us a call at «CompanyPhone».
LEAD DEVELOPMENT: B CHERRY

**Defined:** A client or prospect who can make a decision, is interested enough NOW to be willing to receive literature, and for whom money or time is not a problem.

**Simplified:** A Cherry is someone who is interested and financially qualified NOW.

**Clarified:** Any client calling in to request information is treated as a B Cherry. Clients or prospects can be upgraded from C Green Cherries, or even D Pitch and Misses.

**Versions:**
- B-Cherry
- B-Cherry Email

**Track:**
1. Send requested information today, or tomorrow at the latest.
2. Schedule for a callback in seven days (if info sent by mail) or three days (if sent by email or fax).

**Rules:**
1. With prospects, always be asking for additional “data points”—email address, additional phone, and work address.
2. A very high percentage of client cherries will become hot. Of course a smaller percentage of prospects will heat up.

**Lead Development Script:**
- B Red Cherry Call Back Script
- B Still a Red Cherry

**Messages:**

**Message Name:** Lead Generation-B Cherry

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». As promised, I am sending you the information you requested about «Subject». As you look it over, jot down any questions that come to mind. We’ll touch base with you soon.

Meantime, if something comes up before then that I can help you with, please call our office, at «CompanyPhone». My assistant, «ServiceAssistant», will arrange a convenient time for us to talk.

To give you an idea of who I am and the kind of work I do, I am enclosing copies of my résumé.
**Message Name:** Lead Generation-B Cherry Email

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». As promised, I am sending you the information that you recently requested about «Subject». As you look it over, jot down any questions that come to mind. We’ll touch base with you a week from today.

Meantime, if something comes up before then that I can help you with, please call our office, at «CompanyPhone». My assistant, «ServiceAssistant», will arrange a convenient time for us to talk.

To give you an idea of who I am and the kind of work I do, I am enclosing copies of my résumé and references.
LEAD DEVELOPMENT: C CONDITIONAL OPPORTUNITY

**Defined:** A client or prospect that indicates interest, but does not know when funds are available or a decision can be made. Example: Prospect tells you, “I don’t know when I’m going to sell the beach house. When I do, we’ll talk.”

**Simplified:** Interested but has no date when action can occur. Everything is “conditional” on something else happening.

**Clarified:** As you talk to clients and prospects, be very alert to conditional opportunities. They are oftentimes your biggest prospects.

**Versions:**

- C-Cond Opp
- C-Cond Opp Email

**Special Instructions:** In the Description of the Objective for this Speedbutton are the following instructions:

(\textit{Due Date = 1st date to touch base. Enter Opportunity data that MIGHT happen, w/ appropriate Probability.}) \textbf{CONDITIONAL: [Data, purpose.]}\n
Note: Words appearing in any Speedbutton description within parentheses are instructional and should be deleted. Material in square brackets should be filled in.

The Speedbutton includes a Call Action assigned to the Sales Assistant. That action prompts the SA as follows:

\textit{Touch base. If Cond. Opp. has become a GO, set appt. using appropriate Speedbutton. If NOT, use Next Cond Opp Call Speedbutton, setting Due Date based on conversation.}

**Track**

1. Send requested information.

2. Make first follow-up call. Reset due date for Call Action based on conversation. Make every effort to contact the person for the call. This is much more intense than a phone drip.

**Rules:**

1. Just keep calling at not too intense an interval.

2. By insuring the call is made, you have an excellent chance to be there when the funds are available.
Messages:


Thank you for taking the time to talk with «MeUsOrMyOurAssistant». As promised, we will occasionally touch base until such time as «OppDescription».

Please don’t hesitate to call any time if you have a question or if there is anything we can do for you.

Message Name: Lead Development-C Conditional Opportunity Email

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». As promised, we will occasionally touch base until such time as «OppDescription».

Please don’t hesitate to call at «CompanyPhone» any time if you have a question or if there is anything we can do for you.
LEAD DEVELOPMENT: C GREEN CHERRY

**Defined:** A client or prospect who indicates interest, but will not have time, ability to decide, or money until some known later date. We’ll call that “later date” the opportunity date.

**Simplified:** Interested but cannot act until a known later date.

**Clarified:** The process with Green clients and Green prospects is much more laid back than with first response prospects. They know us. So we don’t send the team info or resume.

In the Lead Development process, Greenies come from A and B prospects that are downgraded, or from D prospects that are upgraded. They obviously also come into the pipeline as greenies from lead generation.

We give green cherries a grade of C.

**Versions:**

- C-Grn Chry
- C-Grn Chry Email

**Track**

1. Send requested information.

2. Send drip message every month, and 90-Day No Contact Call every 90 days. Your call can be as simple as a voicemail message.

3. Call back two to four weeks before the opportunity date.

**Rule:**

1. If you don’t stay in touch by phone and mail/email between the initial contact and the opportunity date, you will become just so much digital trash.

**Lead Development Scripts:**

- C Green Cherry Follow-up
- C/D Phone Drip

**Messages:**

**Message Name:** Lead Development-C Green Cherry Letter.

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». As promised, we will be in touch with you in «FundsDueMonth» to discuss the alternatives available.
Of course we will continue to stay in touch. Please don’t hesitate to call any time if you have a question or if there is anything we can do for you.

**Message Name: Lead Development-C Green Cherry Email**

Thank you for taking the time to talk with «MeUsOrMyOurAssistant». As promised, we will be in touch with you in «FundsDueMonth» to discuss the alternatives available.

Of course we will continue to stay in touch. Please don’t hesitate to call any time at «CompanyPhone» if you have a question or if there is anything we can do for you.
**LEAD DEVELOPMENT: D PITCH AND MISS**

**Defined:** A former Hot, Red Cherry, or Green Cherry you really wanted to do business with but missed.

**Clarified:** By “Pitch and Miss,” I don’t mean someone you sent some information to as a cherry who then will not take your phone call. That person is actually a false Cherry, a Pit wearing a vinyl cherry skin. The Pit Speedbutton in both Lead Generation and Lead Development Speedbutton Groups downgrades Pits to Mass Mail.

**Versions:**

- D-Pitch/Miss-Client
- D-Pitch/Miss-Prosp

**VERY Important Note:** There is no “Pitch and Miss” in Lead Generation. “Pitch and Miss” refers only to existing prospects or clients.

**Track:**

1. Send the “Pitch and Miss” letter.
2. Monthly Drip and 90-Day No Contact take over. Sooner or later, this prospect will resurface.

**Rules:**

1. If you want to do business with someone, and you swung and missed, keep that person on your prospect list until he or she buys, dies, or becomes a jerk OR
2. The minute you don’t want to do business with that person, remove him or her from your list.

**Lead Development Scripts:**

- Drip calls to D Pitch & Miss: C/D Phone Drip

**Messages:**

**Message Name:** Lead Development-D Client Pitch and Miss

I just want to say “Thank you for your time.” I appreciate the time you have invested in looking at the alternatives I proposed.

Although we will not be pursuing these now, if at any time you have any questions or if there is anything I or my team can do to help you, please call.

**Message Name:** Lead Development-D Prospect Pitch and Miss

I just want to say “Thank you for your time.” I appreciate the time you have invested in looking at the alternatives I proposed.

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Let me say this. In times like these, no one—not me, not another financial advisor, not your banker, not your friends and relatives—has a monopoly on good ideas.

This brings to mind a way you might be able to use my expertise. When you are considering an investment, let me give you a second opinion. There is no cost or obligation.

I am enclosing a couple of my business cards. Keep one, and pass one on to a friend.
**LEAD DEVELOPMENT: NEXT COND OPP CALL**

**Defined:** Conditional Opportunities are interested but have no date when action can occur. Everything is “conditional” on something else happening.

**Clarified:** As you talk follow-up on Conditional Opportunities you need to schedule additional follow-ups at regular or discussed intervals to ensure that you are at the forefront of the lead’s mind and that this Conditional Opportunity does not come up and end up spent elsewhere before you have time to act.

**Track**

1. Add a Note documenting the updated status of the Conditional Opportunity and listing any discussions on future follow-up.

2. Schedule an action for a regular interval or discussed follow-up date in the future.

**Rules:**

1. Just keep calling at not too intense an interval.

2. By insuring the call is made, you have an excellent chance to be there when the funds are available.
LEAD DEVELOPMENT: PERM OFF

Defined: Not just your usual grouchy prospect. These are NOT just run-of-the-mill Pits. Jerks, I mean “Perm Offs” yell, curse, and generally act like the body parts they are. There won’t be any question when you find one.

Clarified: Regrettably, every list is inhabited by what we have scientifically identified as jerks.

Track:

1. Enter a Note documenting what unhappy event led to the Contact Group being permed off.

2. The Speedbutton marks them “Perm Off.”

Rules:

1. If using a paper list, scratch off the list.

2. If the name is in your Gorilla database, leave it in the database but mark it and run the Perm Off Speedbutton. This marks it so it never receives phone calls, letters or email. By leaving the “Perm Off” in your database but marked so that it never gets mail or calls, you can exclude the “Perm Off” as a duplicate if you ever get his or her name on some other list.
LEAD DEVELOPMENT: PIT (PROSPECT ONLY)

**Defined:** Anyone who is uninterested, unqualified, and/or unable to make a decision.

**Clarified:** Pits can be mildly hostile, but mostly there is no sign of life.

**Track:**

1. If a prospect becomes a Pit, the “Pit” Speedbutton simply changes his List field from Prospect to Mass Mail.

**Rules:**

1. Don’t add anything to your notes about a prospect unless it’s good, or unless it’s bad enough to require removing the person entirely from your list. It’ll save you a lot of time if you write down only the good news.

2. A prospect (not client) that goes through several attempts to contact by phone can be a Pit.

3. Clients are never “pitted.” He or she might be given a Book Value of D, but a client is a client.
**SALES PROCESS EXPLAINED**

**Defined:** The “Sales Process” is the actions one takes to keep a selling cycle moving toward conclusion, “Sale to Client” or “Sale to Prospect.”

**Clarified:** The sale begins with the first appointment. This was set in either Lead Generation or Lead Development.

**Principal Speedbuttons:**

- 2\(^{nd}\) Appointment
- 3\(^{rd}\), 4\(^{th}\), etc. Appt

Their only difference is that each sends a different confirmation letter. We could have done it all with just one … but that’s a little less than you would like if you were treated to a series of appointments. If it doesn’t look like a form letter, quack like a form letter, it’s not a form letter.

More than half of your success in keeping the process moving is setting the next appointment immediately at the conclusion of the current one. But an important part of success is the administrative procedures that make the appointments happen.

Each of the Sales Process Speedbuttons is explained below. Their messages are included for easy reference.

**Email Policy:** Only two buttons in this group have the email option, 2\(^{nd}\) Appt. and 3\(^{rd}\), 4\(^{th}\), etc. Appt. Both Pitch and Miss Buttons, and the Sale to Client and Sale to Prospect are too important to send by email. We recommend that for appointments set more than a week away send both versions.
SALES PROCESS: 2ND APPT

Defined: The A Hot Speedbutton schedule your first appointment with the lead. As that meeting concludes the odds are high that a second appointment will be needed. Whether that appointment is to do further discovery, casual conversation or make your proposal and go for the close, scheduling of that appointment to ensure the client or prospect returns is essential.

The “2nd Appt” and subsequent “3rd, 4th, etc., Appt” Speedbutton uses a series of confirmation and follow-up steps designed to ensure the client or prospect returns for that critical second appointment.

Clarified: Sending messages and making calls to confirm the second appointment and help prepare the client or prospect to attend.

Track:

1. Set up an Objective outlining the purpose of and steps to prepare for the second appointment.
2. Add a Note documenting the results of the first meeting and important information needed to prepare for the upcoming second appointment.
3. Schedule and Action for the second appointment.
4. Setup a confirmation message to be sent 7 days before the appointment. If the appointment happens less than 10 days from today’s date, cancel this message and use the following email version instead.
5. If the appointment is happening in a period less than 10 days from today’s date, an email version of the confirmation message is available to send an immediate confirmation of the upcoming appointment.
6. If the client or prospect has conflicts with the upcoming appointment, be sure to reschedule a new appointment in the future. Attempt not to re-schedule the next appointment more than another 10 days out in order to keep the lead “hot.”

Rules:

1. If the appointment happens 10+ days in the future, use the letter version of the confirmation 7 days prior to the scheduled appointment. Otherwise, use the email version for anything scheduled less than 10 days out.
2. Ensure that when the Service Assistant calls to confirm the appointment that s/he also asks questions about any information you have requested the client or prospect bring to the second appointment.
3. If conflicts have arisen, be sure to reschedule a new appointment in the future but attempt not to go more than another 10 days out in order to keep the lead “hot.”

Messages:

Message Name: Service-Sales Process-Confirm Second Appointment

I am looking forward to getting together with you again.

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I’ve got you down in my calendar for our second appointment on:

  Day: «AppointmentDayDate»

  Time: «AppointmentTime»

We will be meeting «InOffByTelORAtWhere».

As always, if anything comes up that would require you to re-schedule, please call «SVFirstName» at «CompanyPhone».

As always, if anything comes up that would require you to re-schedule, please call «SVFirstName» at «CompanyPhone».

**Message Name: Service-Sales Process-Confirm Second Appointment Email**

I am looking forward to getting together with you again.

I’ve got you down in my calendar for our second appointment on:

  Day: «AppointmentDayDate»

  Time: «AppointmentTime»

We will be meeting «InOffByTelORAtWhere».

As always, if anything comes up that would require you to re-schedule, please call «SVFirstName» at «CompanyPhone».
SALES PROCESS: 3RD, 4TH, ETC., APPT

Defined:

Clarified:

Track:

1. Set up an Objective outlining the purpose of and steps to prepare for the next appointment.
2. Add a Note documenting the results of the last meeting and important information needed to prepare for the upcoming appointment.
3. Schedule and Action for the next appointment.
4. Setup a confirmation message to be sent 7 days before the appointment. If the appointment happens less than 10 days from today’s date, cancel this message and use the following email version instead.
5. If the appointment is happening in a period less than 10 days from today’s date, an email version of the confirmation message is available to send an immediate confirmation of the upcoming appointment.
6. An Action for the Service Assistant to call the client or prospect the day before the scheduled appointment to confirm and give or gather any pertinent information for the next appointment.

Rules:

1. If the appointment happens 10+ days in the future, use the letter version of the confirmation 7 days prior to the scheduled appointment. Otherwise, use the email version for anything scheduled less than 10 days out.
2. Ensure that when the Service Assistant calls to confirm the appointment that s/he also asks questions about any information you have requested the client or prospect bring to the next appointment.
3. If the client or prospect has conflicts with the upcoming appointment, be sure to reschedule a new appointment in the future. Attempt not to re-schedule the next appointment more than another 10 days out in order to keep the lead “hot.”

Messages:

Message Name: Service-Sales Process-Confirm Appointment

Just a note to confirm our appointment on:

Day: «AppointmentDayDate»
Time: «AppointmentTime»

We will be meeting «InOffByTelORAtWhere».

Please call «SVFirstName» at «CompanyPhone» if you need to re-schedule for any reason.
SALES PROCESS: D PITCH AND MISS

Defined: From the perspective of Sales Process, a Pitch and Miss was a hot lead you failed to close.

Clarified: At this point in the sales process, you will not be dealing with Pits or PERM OFF. But you will still lose some. The two buttons differ only by the message.

Each button removes the ABCD keywords. The D-Pitch/Miss Prosp Speedbutton adds the Keyword D Pitch/Miss. Remember, a client that doesn’t buy is NEVER given a Keyword of D Pitch&Miss. He is just politely thanked and moved into the client dripping.

The D-Pitch/Miss Speedbuttons end the selling process. Taking non-buyers out of the pipeline is at least as important as putting prospective buyers in.

Versions:

- D-Pitch/Miss-Client
- D-Pitch/Miss-Prosp

Track:

1. Send the “Pitch and Miss” letter.
2. Monthly Drip, and 90-Day No Contact takes over. Sooner or later, this client prospect will resurface.

Lead Development Scripts:

- Drip calls to D Pitch & Miss: C/D Phone Drip

Messages:

Message Name: Lead Development-D Client Pitch and Miss

I just want to say “Thank you for your time.” I appreciate the time you have invested in looking at the alternatives I proposed.

Although we will not be pursing these now, if at any time you have any questions or if there is anything I or my team can do to help you, please call.

Message Name: Lead Development-D Prospect Pitch and Miss

I just want to say “Thank you for your time.” I appreciate the time you have invested in looking at the alternatives I proposed.

Let me say this. In times like these, no one—not me, not another financial advisor, not your banker, not your friends and relatives—has a monopoly on good ideas.

This brings to mind a way you might be able to use my expertise. When you are considering an investment, let me give you a second opinion. There is no cost or obligation.
I am enclosing a couple of my business cards. Keep one, and pass one on to a friend.
SALES PROCESS: RESCHEDULE

**Defined:** Assigns a task to the Sales Assistant to get someone back on the schedule after they cancelled, or did not show up for an appointment.

**Clarified:** In a properly run office, if the client calls in to cancel, it would go to the SV. He or she would change the appointment date. If it’s more than a day or two away, s/he would use the 3rd, 4th, etc. appt Speedbutton to insure proper confirmation occurs.

The Reschedule button would, then, only be used if a new appointment did not get scheduled when the original appointment was cancelled or did not show up.

The SV, who is responsible for the FA’s calendar, would then be responsible for instructing the CO to activate this Speedbutton.

There is no message for this button.
SALES PROCESS: SALE TO CLIENT

**Defined:** Ends the selling cycle with a client by sending a “Thank you” message and deleting the lead management keywords, ABCD.

**Clarified:** Unless another selling action is started, this client is out of the pipeline. He or she can come back if additional funds are found, if the client calls in, or if the client responds to a 90-Day No Contact Call.

**Messages:**

**Message Name:** Values-Etiquette-Thank You-It Can Get Hectic.

Note: There are lots of “Thank you” messages already installed on your system and many more on the Letters Library. Once you begin receiving warnings that the client has received this message before, it’s time to change the message in the “Sale to Client” Speedbutton.

Dear «Salutation»:

It can get really hectic here at «CompanyName».

However, there’s one task that I will always set aside time for: To express my gratitude for your business and the opportunity to continue serving your financial needs.

Thank you!
SALES PROCESS: SALE TO PROSPECT

**Defined:** Ends the selling cycle with a prospect by sending a “Thank you” message, and deleting the lead management keywords, ABCD. STARTS the Red Carpet process by assigning an Admin Action to the SV to deploy the appropriate Red Carpet Speedbutton.

**Clarified:** This Speedbutton also changes the List field from prospect to client. Of course it is vital that this be done.

**Messages:**

**Message Name:** Values-Etiquette-Thank You-Thanks For New Account

I am so pleased to have the opportunity to help you achieve your financial goals. On behalf of our entire team, thank you.

Here is what will happen from this point forward.

«ServiceAssistant», my Service Assistant, will be responsible for all the paperwork and account transfers related to opening your account. You will be hearing from her shortly about this process.

You will frequently receive written messages from me, sometimes as a letter or others via email. From time to time, I will send you questionnaires. Your replies to these will help me keep up to date on any changes in your life that could affect the financial advice I might offer. So whenever you do receive a questionnaire from me, please do take a moment, fill it out, and send it back in the postage-paid reply envelope I will provide.

«AddressName», I am honored by the confidence you have placed in me. I will do my very best to continue to earn it.
RED CARPET PROCESS EXPLAINED

**Defined:** Every advisor wants new clients. But what’s your process when you get them?

Let’s say you want to order a Big Mac®, Fries and Coke® from McDonald’s®. Do you say, “I want a Big Mac, Fries and Coke?” Or do you say “I want the number 1 meal?”

This is how Speedbuttons work. Speedbuttons give you the Big Mac, Fries and Coke just by saying you want a “Number 1”. In the system, a single click of a Speedbutton initiates a series of the same steps for each client. You don’t have to run each individually and separately. This saves you time. It also reduces things falling between the cracks.

Bill Good Marketing has created a process called the Red Carpet. It systematically wows new clients and makes them feel welcome. Where assets are transferring in over time, it communicates the status of any transfers. This minimizes clients who call “wondering how the transfer is coming.” This makes client wowing systematic.

**Clarified:** Speedbuttons deploy the Red Carpet processes, which introduces new clients to your practice. The goals of the Red Carpet are:

- Introduce the team concept.
- Instill in the minds of your new Clients to contact the Service Assistant for all service related issues.
- Promote immediate and future Referrals.
- Introduce new Clients to the concept of dripping and the use of questionnaires.

The Red Carpet consists of two Speedbutton groups, each with two Speedbuttons per group.

**Red Carpet:**

- New Client Cash
- New Client Transfer

**Red Carpet Follow-Up:**

- Transfer Done
- Transfer Follow-Up
The Red Carpet is the final step of the sales process. The Lead Generation and Lead Development Speedbutton Groups feed into the Sales Processing Speedbutton Group. The “Sale to Prospect” Speedbutton initiates the Red Carpet. It puts an action on the Service Assistant’s to-do list to start the Red Carpet. New client transfers are followed up with the Red Carpet Follow up Speedbuttons.
**RED CARPET: NEW CLIENT CASH**

**Defined:** When you get the “yes” from that new client you will begin a process to welcome them to your investment family. This process is designed to show your personal appreciation for the opportunity to work with them, introduce your new client to your team, direct them to your Service Assistant for service questions, build rapport and promote the idea that you accept referrals. All right from the get go.

When the client is transferring cash that is ready now, your Service Assistant gets to introduce him/herself as they let the client know the accounts are setup and ready to go.

**Clarified:** For new clients who are bringing ALL cash to invest where no transfer of funds is required.

**Track:**

**Timeframe:** This column tells us when a certain steps will happen. All message and action due dates are set to run based on the Objective Date (Today +1). Today +1 means the Objective date will be set to the day after the Speedbutton is run. A “0” means the step will run the same day as objective. +3 runs the step 3 days after objective date. +6 means the step will run six days after the object date. You get the idea.

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**Flow Chart: New Client Cash**

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Time Frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Objective</td>
<td>Today +1</td>
</tr>
<tr>
<td>2.</td>
<td>Message-First Message</td>
<td>0</td>
</tr>
<tr>
<td>3.</td>
<td>Message-Team Introduction</td>
<td>+1</td>
</tr>
<tr>
<td>4.</td>
<td>Message-Self Introduction and Account Set up</td>
<td>+3</td>
</tr>
<tr>
<td>5.</td>
<td>Message-Welcome Kit Letter</td>
<td>+7</td>
</tr>
<tr>
<td>6.</td>
<td>Action-Transfer Status Call</td>
<td>+14</td>
</tr>
<tr>
<td>7.</td>
<td>Message-Referral Letter</td>
<td>+15</td>
</tr>
<tr>
<td>8.</td>
<td>Action-Gathering Account Numbers</td>
<td>+29</td>
</tr>
</tbody>
</table>
Action-Gathering Account Numbers and Message-Laminated Business Card and Referral steps:
Account numbers are typed into a person’s Accounts form in the info sheet. In this step business cards are laminated with account numbers on the back. This step is critical to the laminated Business card action that pops up the following day. If for compliance reasons you cannot include account numbers, still laminate the card. But, instead of account numbers put a sticker on the back that says “Referral Card” or “Referred by__________”. Then update the “Service-Referrals-Laminated Business Card Referral” letter to match the changes.

Differences between Transfer and Cash:
There are only two differences between the Transfer and Cash Speedbuttons.

First Difference: New Client Transfer button initiates a series of weekly calls to bring the client up to speed on the transfer. The Cash Speedbutton does not include this call.

Second Difference: Each Speedbutton generates a “SV Self Intro” letter with a short introduction for the SV. The transfer letter discusses the transfer of the money. The Cash letter mentions the account setup is complete.

The cash letter mentions receiving monthly statements. It also encloses the SV’s business cards, and more. The transfer letter does not mention these aspects. Please read the letters to understand the other differences.

Messages:

Important Note: The yellow highlighted custom merge fields will require you to fill them in as you run the letters.

Message Name: Service-Red Carpet-First Message

Please, Call Me «SignatoryFirstName1»!

First and foremost, I would like to thank you again for the trust you have placed in me. Your business is truly appreciated.

Secondly, it’s been said that the little things in life are what make it so special—perhaps a quiet sunset walk with a loved one, curling up on the sofa with a favorite book, the painted faces of children at a carnival, even a day at the races . . . different people have very different views of what exactly the special little things in their own lives are!

For me, friends are what make my life so special. And while friendship itself is certainly not a little thing, certain aspects of it are. For example, friends call each other informally by first name. When they’re on a first-name basis, people generally act more pleasantly toward each other. They become allies. And, in spite of what some claim, I think they can respect each other just as much as if they used Mr. or Ms. or whatever.
Over the next few years, I’m looking forward to developing a lasting relationship with you, on both the professional and personal levels. So if there’s anything that my office can do for you, or there’s anything I can do for you outside the office, please don’t hesitate to give me a call.

Since we are a team-based financial services practice, I will be sending you a letter to formally introduce you to all the members of my team. Or, since they will be 100% dedicated to accommodating your needs—your team!

Oh, and just one more thing: Should you need to call on me for any reason, «Salutation», please call me «SignatoryFirstName1»!

**Message Name:** Service-Red Carpet-Team Introduction

**A Team for All Seasons**

As promised in my previous letter, I would like to take this opportunity to introduce you to the members of your new team!

We believe very strongly that this industry requires a team approach. The information to absorb is massive. Certainly you require quick responses to your questions and problems. And only through a dedicated team can the information be absorbed, appropriate recommendations made, and prompt and efficient service given to you, the client.

Let me begin by introducing someone who is a tremendous help to me, and can be an equally tremendous help to you: My Service Assistant, «ServiceAssistant». If you have any questions about your statement, checks, documents, or other correspondence, «SV1stName» is the one to call. Our office hours are from [8:00] am to [5:00] pm.

Next, my Marketing Assistant, «SalesAssistant». Many times when I need to get information out to my clients in a hurry, I’ll ask «SA1stName» to get on the phones with me. Rest assured, whenever you hear from «SAhimORher», it’s at my request!

By the way, my job is to prescribe solutions and advice to you. To this end, I constantly strive to improve my knowledge of the industry through intensive study, research, and hard work. Likewise, it’s important for you to keep me up to date as to how well you think I’m working for you, and what your goals are. Of course, the simplest way for you to inform me of any important changes is to simply tell me whenever we speak. Sometimes, however, this is just not practical.

That’s why I will periodically send you a questionnaire. I have found this to be another effective way for you to tell me what I’m doing well, and what I could be doing better. So, whenever you receive a questionnaire, please take a few minutes to fill it out and send it to me. Your feedback is always welcomed and appreciated.

These questionnaires will help you as well as me. You’ll get better service and I’ll be able to do my job more effectively.

One final point—I firmly believe in frequent communication between myself and my clients. Perhaps nothing is as important as keeping you apprised of timely and relevant market events. To that end, you may expect to receive periodic updates, newsletters, and various other mailings from my office. This is just one more way for me to maintain a flawless standard of excellence for each of my individual clients.
Again, thank you for your business.

**Message Name: Service-Red Carpet-SV Intro Account Set up**

**Your Account Is Set Up!**

I’m pleased to inform you that the setup of your new account is complete.

By now, you are probably familiar with my name. In fact, we recently sent you a letter introducing our whole team. As «AdvNicknameORnames» told you, if you have any questions about your balances, statements, checks, dividends, or any other service-related problems, I am the one to call!

Of course, you call «AdvNicknameORnames» for investment-related questions.

And here’s a secret: Whenever you want to talk to «AdvhimherORthem», call me and I’ll set up a telephone appointment for you. This means you don’t have to ever play phone tag!

Soon you will be receiving a monthly statement. At that time, if you have any question at all on how to read your statement, «Salutation», please call me. I will be delighted to go over it with you.

For your convenience, I am enclosing two of my business cards. Feel free to call on me for all of your service needs.

**Message Name: Service-Red Carpet-Welcome Kit**


In plain English:

Thank you!

While there are hundreds of ways in which to express my appreciation verbally for receiving your business, I know one sure way to prove it!


Therefore, as a sign of my appreciation for the trust you have placed in me, enclosed please find a financial organizer and a copy of one of my favorite books, «BookTitle» by «BookAuthor».

[The Homefile® Financial Planning Organizer Kit helps you organize important financial documents such as auto titles, bank statements, medical records, mortgage papers, and more. The Homefile includes 22 file divider cards to help you file important financial information. Each category has clear guidelines on what to save, how long to keep it, and when you no longer need it. Quick-Find Index lets you file or find any of 200 different kinds of paperwork in seconds.]

These gifts are just another way in which I strive to make asset management easier for you. I sincerely hope you enjoy them!

And, though they are but a small measure of my appreciation, I hope that they will serve as a continual reminder of my sincerest gratitude—in any language!

Once again, «Salutation», thank you for your business. If there is anything else I can do for you, please do not hesitate to give me a call. I am here to be of service.

**Message Name:** Service-Red Carpet-I Have A Friend Referral

**“I have a friend who could use your help . . .”**

Let me be very clear. When we hear this phrase from one of our clients, it is both inspiring and humbling at the same time . . . and is truly the greatest compliment you can give me.

I know that, as you interact with other people, either professionally or socially, you are likely to run into someone at some point who could use a little help solving a financial problem they’re having . . . and for you to think enough of us to introduce us to that person is something we don’t take lightly. In fact, that’s exactly how we have met the majority of our current clients.

**How, Then?**

What I want to share with you here is the best way for you to introduce us to someone. I’m going to start with the way that really doesn’t work all that well—and that’s giving someone our phone number and expecting them to call us. People may have noble intentions to do this, but, in my experience, only a very small percentage of folks will actually make that call.

And it’s not because they don’t want to, or don’t need the help . . . it’s just that “life” can really get in the way of doing some of those things that we know we ought to do, but just never seem to get around to.

**A Better Idea**

Instead, I have a couple of ideas that I know have worked better in the past. First, why not ask their permission so that you can give me their contact information? This way we’ll initiate the call and can at least begin a conversation to see if we’re a good fit to help them.

Or, we can all “break bread” together. I know that there are some people who would rather meet in person (rather than talk on the phone) . . . and, perhaps on “neutral” ground. If you think it might be
more comfortable for them to have you there to make a personal introduction, we can schedule a breakfast or lunch (*my treat!*) and get the conversation started that way.

**Reminders . . .**

One thing that I can promise you is that I will *never* put you on the spot with that awkward "*who do you know . . .*" question. I know how uncomfortable I am when someone is trying to elicit a referral from me and I’m on the receiving end of that question, and the last thing I would want to do is to make you feel a similar discomfort.

*That said, it is important to know that, like any small business, «Company» needs a few new clients every year . . . important introductions from my existing clients are still the best way for me to grow my practice.*

So, I will *remind* you on a regular basis that it’s OK to mention us when the opportunity presents itself! For instance, when you get invited to one of our workshops, we’ll always encourage you to ask someone to tag along with you. When we have important information to share about the economy or the financial world in general, we’ll always ask if you’d like us to send a copy of that same information to anyone else you know who might be interested in it.

**Who, Then?**

So, that brings us to the next logical question . . . *who*? What is it that we’re looking for in a new relationship? And there are only a few important criteria we have when you’re considering making an introduction to us. Certainly, they must have a financial need in an area where we are able to help them. And they should have an adequate net-worth to be able to realistically fund their dreams.

But, here is perhaps the most critical attribute of all: If I’ve learned anything in the 25+ years I have been helping people solve their financial issues, it is this—it’s much more rewarding when we can spend our time working with really nice people! People who are caring, optimistic and compassionate . . . people who are grateful, involved and smart . . . people who are just plain wonderful to be around and to spend time with!

*People kind of like you!*

So, please keep us in mind when an appropriate opportunity presents itself. And *“thank you”* so much for all the confidence you have shown in me and my team in helping you manage your important financial issues.

**Message Name:** Service-Referrals-Laminated Business Card Referral

Have you noticed how fast business cards get ruined? And of course if your cards happen to go through the wash, then all of them are destroyed. I recently decided to do my part in helping to avoid these disasters.

I am enclosing a few of my business cards for you. As you can see, I’ve laminated them. That’s so they don’t get worn out and you will always have my contact information handy.

And your account numbers, which I’ve placed on the reverse side of one card, won’t wear off either. If you have this card handy whenever you call in, you will always have your account numbers handy, which usually speeds up our service for you.

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I am also enclosing extra laminated cards for you—the ones with “Referred by” written on the back. If you happen to run into anyone who might need my help, please pass along one of my cards. I would love to have more clients just like you.

I do appreciate your business and look forward to a continued relationship.
**RED CARPET: NEW CLIENT TRANSFER**

**Defined:** When you get the “yes” from that new client you will begin a process to welcome them to your investment family. This process is designed to show your personal appreciation for the opportunity to work with them, introduce your new client to your team, direct them to your Service Assistant for service questions, build rapport and promote the idea that you accept referrals. All right from the get go.

With a transfer of accounts from another firm, your Service Assistant will introduce him/herself and the process s/he uses to follow up with the new client until all of the assets are transferred in and the accounts set up.

**Clarified:** For new clients transferring some or all of the assets.

**Track:**

**Timeframe:** This column tells us when a certain steps will happen. All message and action due dates are set to run based on the Objective Date (Today +1). Today +1 means the Objective date will be set to the day after the Speedbutton is run. A “0” means the step will run the same day as objective. +3 runs the step 3 days after objective date. +6 means the step will run six days after the object date. You get the idea.

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<th>Flow Chart: New Client Transfer</th>
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<tbody>
<tr>
<td>1. Objective</td>
<td>Today +1</td>
</tr>
<tr>
<td>2. Message-First Message</td>
<td>0</td>
</tr>
<tr>
<td>3. Message-Team Introduction</td>
<td>+1</td>
</tr>
<tr>
<td>4. Message-Self Introduction</td>
<td>+3</td>
</tr>
<tr>
<td>5. Message-Welcome Kit Letter</td>
<td>+7</td>
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<td>6. Action-Transfer Status Call</td>
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**Differences between Transfer and Cash:** There are only two differences between the Transfer and Cash Speedbuttons.

- **First Difference:** New Client Transfer button initiates a series of weekly calls to bring the client up to speed on the transfer. The Cash Speedbutton does not include this call.

- **Second Difference:** Each Speedbutton generates a “SV Self Intro” letter with a short introduction for the SV. The transfer letter discusses the transfer of the money. The Cash letter mentions the account setup is complete.

  The cash letter mentions receiving monthly statements. It also encloses the SV’s business cards, and more. The transfer letter does not mention these aspects. Please read the letters to understand the other differences.

**Messages:** The yellow highlighted custom merge fields will require you to fill them in as you run the letters.

**Message Name:**  Service-Red Carpet-First Message

**Please, Call Me «SignatoryFirstName1»!**

First and foremost, I would like to thank you again for the trust you have placed in me. Your business is truly appreciated.

Secondly, it’s been said that the little things in life are what make it so special—perhaps a quiet sunset walk with a loved one, curling up on the sofa with a favorite book, the painted faces of children at a carnival, even a day at the races . . . different people have very different views of what exactly the special little things in their own lives are!

For me, friends are what make my life so special. And while friendship itself is certainly not a little thing, certain aspects of it are. For example, friends call each other informally by first name. When they’re on a first-name basis, people generally act more pleasantly toward each other. They become allies. And, in spite of what some claim, I think they can respect each other just as much as if they used Mr. or Ms. or whatever.

Over the next few years, I’m looking forward to developing a lasting relationship with you, on both the professional and personal levels. So if there’s anything that my office can do for you, or there’s anything I can do for you outside the office, please don’t hesitate to give me a call.
Since we are a team-based financial services practice, I will be sending you a letter to formally introduce you to all the members of my team. Or, since they will be 100% dedicated to accommodating your needs—your team!

Oh, and just one more thing: Should you need to call on me for any reason, «Salutation», please call me «SignatoryFirstName1»!

**Message Name:** Service-Red Carpet-Team Introduction

**A Team for All Seasons**

As promised in my previous letter, I would like to take this opportunity to introduce you to the members of your new team!

We believe very strongly that this industry requires a team approach. The information to absorb is massive. Certainly you require quick responses to your questions and problems. And only through a dedicated team can the information be absorbed, appropriate recommendations made, and prompt and efficient service given to you, the client.

Let me begin by introducing someone who is a tremendous help to me, and can be an equally tremendous help to you: My Service Assistant, «ServiceAssistant». If you have any questions about your statement, checks, documents, or other correspondence, «SV1stName» is the one to call. Our office hours are from [8:00] am to [5:00] pm.

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By the way, my job is to prescribe solutions and advice to you. To this end, I constantly strive to improve my knowledge of the industry through intensive study, research, and hard work. Likewise, it’s important for you to keep me up to date as to how well you think I’m working for you, and what your goals are. Of course, the simplest way for you to inform me of any important changes is to simply tell me whenever we speak. Sometimes, however, this is just not practical.

That’s why I will periodically send you a questionnaire. I have found this to be another effective way for you to tell me what I’m doing well, and what I could be doing better. So, whenever you receive a questionnaire, please take a few minutes to fill it out and send it to me. Your feedback is always welcomed and appreciated.

These questionnaires will help you as well as me. You’ll get better service and I’ll be able to do my job more effectively.

One final point—I firmly believe in frequent communication between myself and my clients. Perhaps nothing is as important as keeping you apprised of timely and relevant market events. To that end, you may expect to receive periodic updates, newsletters, and various other mailings from my office. This is just one more way for me to maintain a flawless standard of excellence for each of my individual clients.

Again, thank you for your business.

**Message Name:** Service-Red Carpet-SV Intro Transfer In Process
All the paperwork for your account transfer has been completed and sent off to our Account Transfer Department.

You are probably familiar with my name by now. In fact, we recently sent you a letter introducing our whole team. As «AdvNicknameORnames» told you, if you have any questions about your balances, statements, checks, dividends, or any other service-related problems, I am the one to call. I will also be supervising the account transfer process for «AdvhimherORthem».

Of course, you call «AdvNicknameORnames» for investment-related questions.

It will normally take anywhere from two to four weeks to complete the transfer process. Usually it’s about three weeks, but depending on how cooperative the other firms are, it can take longer.

Starting in about two weeks, I will begin calling our Account Transfer Department every few days for an update on your account. Whenever some or all of your money transfers, I will call or send you a letter confirming the good news!

I look forward to speaking with you soon.

**Message Name:** Service-Red Carpet-Welcome Kit

**In plain English:**

Thank you!

While there are hundreds of ways in which to express my appreciation verbally for receiving your business, I know one sure way to prove it!


Therefore, as a sign of my appreciation for the trust you have placed in me, enclosed please find a financial organizer and a copy of one of my favorite books, «BookTitle» by «BookAuthor».

[The Homefile® Financial Planning Organizer Kit helps you organize important financial documents such as auto titles, bank statements, medical records, mortgage papers, and more. The Homefile includes 22 file divider cards to help you file important financial information. Each category has clear guidelines on what to save, how long to keep it, and when you no longer need it. Quick-Find Index lets you file or find any of 200 different kinds of paperwork in seconds.]


These gifts are just another way in which I strive to make asset management easier for you. I sincerely hope you enjoy them!
And, though they are but a small measure of my appreciation, I hope that they will serve as a continual reminder of my sincerest gratitude—in any language!

Once again, «Salutation», thank you for your business. If there is anything else I can do for you, please do not hesitate to give me a call. I am here to be of service.

**Message Name:** Service-Red Carpet-I Have A Friend Referral

**“I have a friend who could use your help . . .”**

Let me be very clear. When we hear this phrase from one of our clients, it is both inspiring and humbling at the same time . . . and is truly the greatest compliment you can give me.

I know that, as you interact with other people, either professionally or socially, you are likely to run into someone at some point who could use a little help solving a financial problem they’re having . . . and for you to think enough of us to introduce us to that person is something we don’t take lightly. In fact, that’s exactly how we have met the majority of our current clients.

**How, Then?**

What I want to share with you here is the best way for you to introduce us to someone. I’m going to start with the way that really doesn’t work all that well—and that’s giving someone our phone number and expecting them to call us. People may have noble intentions to do this, but, in my experience, only a very small percentage of folks will actually make that call.

And it’s not because they don’t want to, or don’t need the help . . . it’s just that “life” can really get in the way of doing some of those things that we know we ought to do, but just never seem to get around to.

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**Reminders . . .**
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People kind of like you!

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Message Name:  Service-Referrals-Laminated Business Card Referral

Have you noticed how fast business cards get ruined? And of course if your cards happen to go through the wash, then all of them are destroyed. I recently decided to do my part in helping to avoid these disasters.

I am enclosing a few of my business cards for you. As you can see, I’ve laminated them. That’s so they don’t get worn out and you will always have my contact information handy.

And your account numbers, which I’ve placed on the reverse side of one card, won’t wear off either. If you have this card handy whenever you call in, you will always have your account numbers handy, which usually speeds up our service for you.

I am also enclosing extra laminated cards for you—the ones with “Referred by” written on the back. If you happen to run into anyone who might need my help, please pass along one of my cards. I would love to have more clients just like you.

I do appreciate your business and look forward to a continued relationship.
**RED CARPET WELCOME KIT**

**Defined:** Your Red Carpet Welcome Kit is key to the wowing process. It consists of a financial organizer and a copy of your favorite book. The letter “Service-Red Carpet-Welcome Kit” says:

“As a sign of my appreciation for the trust you have placed in me, enclosed please find a financial organizer and a copy of one of my favorite books.”

**Rules:**

1. Don’t skip this step.

2. Choose an interesting book. It does not have to be something financial related. If you pick a financial topic, choose something that will support your investment philosophy. Some examples of good books to send:
   - Greatest Generation Ever (for baby Boomers)
   - Ultimate Gift
   - If you authored a book—Use that!
   - Topical books based on the interest of the new Client. If they love golf, buy a golf book.

3. If you elect to skip the book you will need to modify the letter.

4. The Financial Organizer should match your brand. We recommend you use these topics in the financial organizer tabs:
   a. Correspondence
   b. Statements
   c. Review
   d. Financial Plan
   e. Questions
   f. Allow for differences. It’s ok to choose different tabs if your business model requires it.
Financial Organizer Examples:

<table>
<thead>
<tr>
<th>Homefile Financial Planning Organizer Kit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bill Good</strong></td>
</tr>
<tr>
<td><strong>Recommends:</strong> some years ago, I decided to put my own financial records in better shape. I sat down on a Saturday morning to start designing a filing system and then thought, &quot;WHOA! I bet someone has already done this. I poked around a little bit on the Internet and discovered the HomeFile ® Financial Planning Organizer Kit. You can order it here: <a href="http://www.homefileorganizer.com/homefileorganizer.aspx">http://www.homefileorganizer.com/homefileorganizer.aspx</a></td>
</tr>
<tr>
<td>Padfolio Style Welcome Kits</td>
</tr>
<tr>
<td>-----------------------------</td>
</tr>
<tr>
<td><img src="image1" alt="Padfolio Style Welcome Kits" /></td>
</tr>
</tbody>
</table>

Choose something that has a modern look and feel. Everything either adds to or takes away from your brand. A poor looking organizer will reflect poorly on your company.

Another example of nice looking organizers.
High Class Financial Organizer Filing Box Systems

High-class boxes could serve as great organizers for your high net worth clients.
RED CARPET: TRANSFER FOLLOW-UP

**Defined:** The Red Carpet Follow-Up Speedbuttons deploy consistent follow up after the New Client Transfer Speedbutton. The “Transfer Follow-Up” Speedbutton sets a follow-up call for one week after the Speedbutton is deployed. The Service Assistant will set a new call each week until all assets are successfully transferred.

**Clarified:** Update Client on transfer. If it’s not complete continue follow up every 7 days.

**Track:**

<table>
<thead>
<tr>
<th>Flow Chart: Transfer Follow-Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>TimeFrame</td>
</tr>
<tr>
<td>1. Action-Follow Up Call</td>
</tr>
<tr>
<td>Today+7</td>
</tr>
</tbody>
</table>

**Rules:**

1. These calls are assigned to the Service Assistant (SV).
2. You can leave a voicemail if the client is not available for these calls.
3. Let the client know the process is continuing and giving any pertinent updates.
4. If the process is complete, run the “Transfer Done” Speedbutton.
RED CARPET: TRANSFER DONE

Defined: The Red Carpet Follow-Up Speedbuttons deploy consistent follow up after the New Client Transfer Speedbutton. Once the transfer of funds is complete, the SV deploys the “Transfer Done” Speedbutton, which sends the client a letter telling them it’s done. This message is sent out the same day the Speedbutton is run.

Clarified: Notify the client that the transfer of funds is complete.

Track:

Flow Chart: Transfer Done

<table>
<thead>
<tr>
<th>TimeFrame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today</td>
</tr>
</tbody>
</table>

1. Message-Transfer Done

Messages: The yellow highlighted custom merge fields will require you to fill them in as you run the letters.

Message Name: Service-Red Carpet-Transfer Done

I’ve Done It!

The transfer and setup of your new account has been completed, and I have received all of your files. Soon you will be receiving a monthly statement. At that time, I may give you a call just to schedule a brief personal appointment on how to read your statement. Or if you prefer, you can set up a telephone appointment with me to do that.

It has been a pleasure working with you, «Salutation». As always, if you have any questions about your balances, statements, checks, dividends, or any other service-related problems, I am the one to call.

And I’ll be delighted to help.

Of course, you call «AdvNicknameORnames» for investment-related questions. And here’s a secret: Whenever you want to talk to «AdvhimherORthem», call me and I’ll set up a telephone appointment for you. This means you don’t have to ever play phone tag!
LEAD DEVELOPMENT SCRIPTS

The Critical Concept in Lead Development

One concept in Lead Development is vital, critical, urgent, important, and even essential. So there. To get to the point where I disclosed this concept, you had to dig for it. Your peers who gave up didn’t get this one. Congratulations.

I actually described the concept in Hot Prospects—Chapter 23, Lead Development Scripts, Page 188.

When you make your cherry callback, bypass whether the prospect received or read your material. Never ask, “Did you get it? Did you read it?” Instead say: “I sent you that material last week, but before I recommend you get involved, there are two or three questions I would like to check with you. Do you have a moment or two?”

Let’s call it, simply, “The Bypass Principle.”

Formally stated as a PRINCIPLE:

At the beginning of any lead development call, bypass whether the prospect did what they said they would do, or did what you asked them to do. Instead, ask more questions from your sales profile.

Example:

**LEAD DEVELOPER:** I sent you those references last week. Did you have time to call them?

**PROSPECT:** Doggone it, Wesley, it slipped off my plate. I promise I will get back to you next week, OK?

**LEAD DEVELOPER:** You were going to check with your boss last week to see when we could meet.

**PROSPECT:** Shelly, I am really sorry. We’ve both been busy and I didn’t dare take this to her.

Poor Wesley. Sad Shelly. The conversation CANNOT move from this point.

As the smile fades from your face, and the life from your body, you can only say:

**SALESPERSON:** When would be a good time to get back to you?

The First Objective: of any lead development conversation is to deepen your knowledge of the prospect. It is ONLY this knowledge that will move the prospect into the selling cycle. Remember what Frank Bettger said (Page 182)

“Show a man what he wants and he will move heaven and earth to get it.”

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So find it. Strengthen the bond between you, and then deal with the issue of what was supposed to happen since the last call.

Rules:

1. If the prospect starts asking pointed questions, especially about product features, the lead developer has done the job. Get the prospect over to sales.

2. To get the prospect to that point, your primary tool is: The Sales Profile.

3. In the process, you may need to:
   - Send additional product information.
   - Provide references.
   - Provide education.

4. Early in the conversation, NEVER ask:
   - Did you do it?
   - Did you get it?
   - Did you read it?
   - Did you talk to … meet with …?
   - Did you stop by our website?

5. Early in any lead development conversation: BYPASS.

Scripts:

The scripts that follow are for telephone contact after someone becomes a lead. You should have an excellent grasp of “Lead Types.” If not, look up the corresponding “Lead Type” in this manual until you do have an excellent grasp.
**SCRIPT: B RED CHERRY CALL BACK SCRIPT**

**Note:** This script is for prospects only. With a brand new client or with one not terribly responsive, certainly use the “Intro and Bypass” section below to avoid being blown off because “I didn’t get it/didn’t read it.” If the client starts asking questions, set the appointment. If you perceive they’re not there yet, go into profiling.

**Section 1: Intro and Bypass**

May I speak with M/M ___________, please? Very good.

M/M ___________, this is ________ with (Company)... I sent you that information last week, but before I recommend you get involved, there are two or three points I would like to go over with you. Do you have a moment or two?

**Self INTRO (doing own lead development)**

Since we’ve never met, I’d like to tell you a little about myself and the kind of work I do. My name, again, is _________. I specialize in <<Info Sent>>, tax-advantaged investments, and retirement planning. I’ll answer any questions you have and stay in touch with new ideas and needed information. But I recognize that you’re probably busy, and I’ll respect that by keeping my calls brief and to the point. Does that sound fair enough to you, M/M ___________?

**Self Intro Not (you are the lead developer)**

We practice the team approach here at (Company), Inc. My job is contact management. I find people who could be interested in attending one of our programs and get them in touch with the right person at a time that works for you both. Normally, when the time comes to make a decision, you’ll be speaking with <<Salesperson Name>>, who has been here a lot longer than I have. Does that sound fair enough to you?

**Section 3: Bridge to Profile**

For me to do a good job for you over time, I’ll really need to know more about where you are financially, how you got that way, but most importantly, where you want to be in the future. We can do that one of two ways. We can set up a time to get together, or I can run some questions by you right now. How would you like to proceed?

**Section 4: Profile**

You will use your basic qualification profile or Status Quo profile here.

**Section 5: Close**

**Action:** M/M ___________, I think it would be an excellent idea if you <<Spell out action the prospect should do>>.

**Benefit:** I’m sure I can show you how <<Describe benefit from acting now>>.

**Commitment:** I have a spot in my calendar on <<Day>> at <<Time>>. How does that look to you?

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Delete these examples from your script:

**Financial Planner**

**Action:** I suggest you get your last two years’ tax returns. Also chase up your 401(k) statements.

**Benefit:** Let’s get together at my office/your place and see if we can ease some of your retirement planning concerns. I have an opening on <<Day>> at <<Time>>. I’m also free on <<Day>> at <<Time>>.

**Commitment:** Which of those would work best for you?

**Section 6: Requalify**

**Appointment Won’t Set**

**Requalify as Cherry:** What is the one thing you would most want to improve in your financial life? If I sent you some information that would show you how (restate what prospect just said), would that provide the basis for continuing a conversation?

**Requalify as Greenie:** M/M ___________, let me ask you this. Is there a time in the future when you would better be able to consider my offer?

(Response)

Terrific. Suppose I add your name to my mailing list. I will stay in touch until <<Month>>. Meanwhile, if you have any questions, you let me know, OK?

**Pitch and Miss:** Let me ask you this, M/M __________/. Would you like to receive information from us from time to time?

(Response)

Great! Here is what we’ll do. I will add your name to our mailing list, and then every so often I’ll touch base to see if conditions have changed—fair enough?

**After the Close**

1. I have your address as______________________________, is that correct?
2. Get/give directions as necessary.
3. Do you have a pen handy? My name again is _________. My phone number is <<PhoneNum>>. You have my email address, correct? If there is any problem with <<Time>> next <<Day>>, you’ll give me a call, won’t you?
4. Very good. I’ll see you next <<Day>>, and you have a nice day, OK?
SCRIPT: B STILL A RED CHERRY

Note: This script is for someone that has already been sent information but is not yet hot enough to set an appointment. The tool most likely to move him or her up the thermometer is Profiling.

Fname, this is _________ with (Company), Inc. When we spoke last <<DayOrDate>>,

You mentioned you were going to (__________).

I said I would (__________).

Before we get into that, I wanted to run just a few more questions by you to better assess if what we have is what you need. Tell me … (Hit your first question.)

Upgrade to A Hot

Action: M/M ____________, I think it would be an excellent idea if you (Spell out action the prospect should do).

Benefit: I’m sure I can show you how (Describe benefit from acting now).

Commitment: I have a spot in my calendar on (Day) at (Time). How does that look to you?

Still a Cherry: I’m going to (Describe action) (Give benefit). Can we reconnect on (Day)?

(Response)

What’s best? Mornings or afternoon?

Requalify as Greenie: M/M ____________, let me ask you this. Is there a time in the future when you would better be able to consider my offer?

(Response)

Terrific. Suppose I add your name to my mailing list. I will stay in touch until <<Month>>. Meanwhile, if you have any questions, you let me know, OK?

Pitch and Miss: Let me ask you this, M/M ____________. Would you like to receive information from us from time to time?

(Response)

Great! Here is what we’ll do. I will add your name to our mailing list and then every so often I’ll touch base to see if conditions have changed—fair enough?
SCRIPT: C GREEN CHERRY FOLLOW-UP

May I speak with M/M __________, please?

(Response)

Great. M/M __________, this is __________. I’m with (Company), Inc. We last spoke on (Date). Just to stay in touch I’ve left you some messages and sent you some information I hope you found helpful. What I would like to do is take a moment, review our last call, then run a few questions by you to see if what we have could be what you need. Fair enough?

Summarize Last Contact.

Upgrade to A Hot

**Action**: M/M __________, I think it would be an excellent idea if you (SPELL OUT ACTION THE PROSPECT SHOULD DO).

**Benefit**: I’m sure I can show you how (DESCRIBE BENEFIT FROM ACTING NOW).

**Commitment**: I have a spot in my calendar on <<Day>> at <<Time>>. How does that look to you?

Upgrade to B Cherry

Based on what you told me, I have some information you need to look at. It’s (describe info). It will show you (best benefit). Would that provide the basis for us to continue a conversation?

Still a Green Cherry (new decision date)

Let me double check a couple of points. You could have an interest in (Month), correct? (Response). At that time, you are convinced that ($__________) would not be a problem, correct? (Response). Who else should I stay in touch with in the meantime? (Response). Very good. We’ll stay in touch.

Requalify as Greenie

M/M __________, let me ask you this. Is there a time in the future when you would better be able to consider my offer?

(Response)

Terrific. Suppose I add your name to my mailing list. I will stay in touch until (MONTH). Meanwhile, if you have any questions, you let me know, OK?

Pitch and Miss

Let me ask you this, M/M __________. Would you like to receive information from us from time to time? (Response). Great! Here is what we’ll do. I will add your name to our mailing list and then every so often I’ll touch base to see if conditions have changed—fair enough?
SCRIPT: C/D PHONE DRIP

Note: C Green Cherries and D Pitch and Miss should be dripped on by phone every few months. If you are reasonably sure that a “greenie” will not be interested until the date you established, you can even call at a time they are not likely to be in. You can, therefore, leave lots of VM. Give your phone number at the very beginning of the call and at the end. By giving it at the beginning, they will immediately scramble for a pen and will PAY ATTENTION. Then give it again at the end of the message. Study the case study carefully in Chapter 27.

If you make contact, remember the objective: Upgrade from a C or D to a B or A. As usual, we first update the Sales Profile.

Voice Mail Drip: Hi, Fname. Here’s my phone number. It’s __________. That number again is __________. And it’s __________ with (Company) calling. I’m touching base as promised. We’re scheduled to talk in <<Month>>. If anything comes up before then, call me. That number again is __________.

Periodic Phone Drip: Hi, Fname. It’s __________ with (Company), Inc. here in __________. We spoke in <<Month>>. (Briefly summarize last conversation.) What I would like to do is clarify a couple of points from my notes. Tell me…. (clarify info from Sales Profile, then ask a few more questions. Based on responses, decide if you can upgrade to A or B.)

Upgrade to A Hot

Action: M/M __________, I think it would be an excellent idea if you (SPELL OUT ACTION THE PROSPECT SHOULD DO).

Benefit: I’m sure I can show you how (DESCRIBE BENEFIT FROM ACTING NOW).

Commitment: I have a spot in my calendar on <<Day>> at <<Time>>. How does that look to you?

Upgrade to B Cherry

Based on what you told me, I have some information you need to look at. It’s (describe info). It will show you (best benefit). Would that provide the basis for us to continue a conversation?