

Matt's Script & Questionnaire

Here is the script to use once you have the Prospect on the phone:

Mr./Mrs. _____, we have been sending you letters from time to time, and it occurred to us that they may not be giving you the information you need right now. To make sure that we send appropriate information, I'd like to ask just a few questions to find out a little bit more about you and what you are trying to accomplish. Do you have a moment right now to answer these questions?

Then use this questionnaire:

1. How would you describe your investment philosophy?

2. I'm going to read off a list of common financial goals. Please tell me on a scale of 1-10 how important each goal is to you. A "10" would be very important and a "1" would be not at all important. Okay?

A. Growth (pause for rating)

What have you done in your investing to accomplish this goal?

How much have you put into accomplishing this goal?

(Follow the pattern above for each of the following goals by having the Prospect rate the item and then answer the two questions about it.)

B. Income

C. Tax Free/Advantaged

D. Safety

E. Retirement Planning

F. Annuities

G. Financial Planning

H. Estate Planning

I. Speculation

J. Real Estate

K. Commodities

What year do you plan on retiring?

Are your investments growing at the rate they need to for you to retire?

Well, Mr./Mrs. _____, it sounds to me like what you are really trying to do is _____ and _____. Is that correct?

If (RRName) could show you how to accomplish these goals, will you sit down with him/her to discuss how that can be done?

Thank you.