The Effective Client Review

Program Description

The annual client review is one of the best times for an advisor to effectively communicate with an investor. Distinct from the typical portfolio review, a client review expands the conversation from a focus on performance to a consideration of the broader themes of investing and a client's life experiences. Effective client reviews not only improve client service; they bolster client retention and help turn satisfied clients into powerful referral pipelines.

To help a client review achieve its fullest potential, this program explores the vital role that the annual client review plays in building client satisfaction and creating opportunities to expand existing relationships. We address the benefits of conducting client reviews, how to prepare for a review and how to develop an effective capital markets outlook as a key part of a more effective conversation. It then focuses on a process for conducting an effective client review.

Topics include:

- Why an effective communication plan is needed and tips to overcome the obstacles and client excuses for avoiding annual review meetings
- How annual client reviews affect client satisfaction, service, retention and business efficiency
- How to use the annual review to gain a greater wallet share and to generate referrals
- How to identify and gather the appropriate information needed to prepare for a review
- Tips on ways to organize and utilize suitable resources to construct and update a capital markets outlook in a client-focused presentation
- A seven-step process for conducting a client review, the significance of each step in the review and how to transition from one to the next
- Advice for implementing the next steps discussed during the review process as part of a larger communication plan

TAI-7205-0924_W

SS–178873–2021–03–23