HOW IT'S DONE

Service Calls - An Opportunity to Serve and Protect

Whenever an inbound call comes in, take a few minutes to update your client's information and perhaps uncover new sales opportunities. Teach your support team to be curious and turn service work into revenue opportunities. When a client/prospect calls, routinely open up your client record database to make sure your information is current and complete. Keep your **Opportunity Management Workbook** and the **Life Transitions Checklist** current.

Quickly scan the record to find gaps and identify data fields that need an update. Double check static information such as Social Security numbers and birthdates to make sure that they are correct.

Here is a short script and list of questions that you and your support team should keep by the phone:

"Mr./Ms. client, our compliance department requires that we be regularly comply with NASD Rule 405 (Know Your Customer). So, I'd like to ask you a few questions to make sure that we are up-to-date and aware of what is going on in your financial life. Can you give me a couple of minutes to review a few items with you?"

Client Name: ___________________________________ Date: _____________________

1. I show your SSN to be ___ - __ - ____. Is this correct? I show your spouse's SSN to be ___ - __ - _____ Is this correct?	YES	NO

2. What are the ages of your dependents?

Dependent 1	Age	Dependent 2	Age	Dependent 3	Age

3. Do you own your home or any other real estate? Have you purchased any new real property, refinanced your home, or created any new mortgage liabilities since our last update?	YES	NO
4. Do you do any online trading or do you have any new savings or investment accounts with other financial institutions such as IRAs, Roth IRAs or an education plans?	YES	NO

5. Have you or your spouse made any changes in employment or in your employee benefits at work? A. Retirement or savings plans. B. Health Care, Life insurance or Disability Income.	YES	NO
6. Have you added or changed anyone on your financial team of advisors?	YES	NO
☐ Accountant		
☐ Attorney		
☐ Bank/Banker		
☐ Business Information/Human Resources Department		
☐ Financial Advisor		
☐ Life, Disability and Health Insurance Agent		
☐ Nearest Relatives – Emergency Contacts		
☐ Personal Lines Insurance Agent		
☐ Trust Officers and Trustees		
11. Has your household income changed? Are you planning any distributions from your retirement plans, or taking Social Security Benefits? If yes, explain:	YES	NO
12. Have you updated your wills or trusts, Powers of Attorney or Health Care Declarations? Have you changed trustees, personal representatives or estate beneficiaries? If so, provide details	YES	NO
13. Are there any other changes that we missed?	YES	NO
14. Is there anything else you would like to discuss with us today, or sometime in the near future?		

If warranted, schedule an appointment or a follow-up date.