

## **Building a Tax and Financial Planning Advisory Business:**

### **Tips for Presenting and Communicating a Financial Plan to Your Clients**

#### **Before the Meeting**

- How does your office make clients feel when they walk in the door? If you aren't very sensitive to these kind of things, enlist the help of someone who will provide candid feedback.
- What have you done to help clients de-stress? Snacks, drinks, tissues, extra readers for clients that forget their glasses, comfortable seating, relaxing aroma, non-glare lighting, and larger type face or monitors.
- Create similar comfortable environment even for video conferencing. Does your backdrop enhance or detract from conversation.
- Become familiar with Appreciative Inquiry techniques, whole body listening, and empathy training. Read *Conversational Intelligence*, *No Longer Awkward*, *Appreciative Inquiry*.
- Que up technology, software programs, client documents, and ensure internet connections are working in advance of meeting.
- Be ready 5 minutes early to breathe deeply and slow your own pace from the typical pre-meeting frenzy.

#### **During the Meeting**

- Meet client in waiting area or rise from your desk to greet them.
- Commit to being fully present with client. Listen. Listen. And Listen more. Like the carpenter who measures twice and cuts once; listen twice and talk once.
- Be yourself.
- Recognize the client's good financial decisions and progress.
- Ask permission to ask personal questions; "May I ask you some personal questions?"
- Avoid jargon.
- Use the SWOT approach; Strengths, Weaknesses, Opportunities, and Threats.
- When the news you have to deliver is difficult, discover it together.
- When you don't know the answer, compliment the client on their excellent question.
- Don't make assumptions about the client's worries and concerns, give them the space to articulate. Something unexpected will likely unfold during the meeting.
- If you are feeling annoyed by the client, disengage from the moment to avoid escalating the mood.
- Be a guide not a dictator, as the client is more of an expert on their own lives than we are.

#### **After the Meeting**

- Escort client from your office and ensure your staff acknowledges them. By pausing, there is the opportunity for your staff to ask if client has additional questions before leaving.
- Follow up with a short thank you email. Or if initial meeting a handwritten card.
- Follow up with a link to an article or book recommendation.
- At conclusion of initial work, send a satisfaction survey that can be returned anonymously.

## Resources

**Conversational Intelligence** – Judith E. Glaser [https://www.amazon.com/Conversational-Intelligence-Leaders-Extraordinary-Results-ebook/dp/B01M646LY7/ref=sr\\_1\\_1?ie=UTF8&qid=1495158040&sr=8-1&keywords=conversational+intelligence](https://www.amazon.com/Conversational-Intelligence-Leaders-Extraordinary-Results-ebook/dp/B01M646LY7/ref=sr_1_1?ie=UTF8&qid=1495158040&sr=8-1&keywords=conversational+intelligence)

**Appreciative Moments** – Ed Jacobson [https://www.amazon.com/Appreciative-Moments-Stories-Practices-Appreciatively/dp/0595429114/ref=sr\\_1\\_2?ie=UTF8&qid=1495158172&sr=8-2&keywords=Ed+Jacobson](https://www.amazon.com/Appreciative-Moments-Stories-Practices-Appreciatively/dp/0595429114/ref=sr_1_2?ie=UTF8&qid=1495158172&sr=8-2&keywords=Ed+Jacobson)

**No Longer Awkward** – Amy Florian [https://www.amazon.com/No-Longer-Awkward-Communicating-Toughest/dp/0989628000/ref=sr\\_1\\_1?ie=UTF8&qid=1495158253&sr=8-1&keywords=amy+florian](https://www.amazon.com/No-Longer-Awkward-Communicating-Toughest/dp/0989628000/ref=sr_1_1?ie=UTF8&qid=1495158253&sr=8-1&keywords=amy+florian)

**Kitchen Table Wisdom** – Rachel Naomi Remen [https://www.amazon.com/Kitchen-Table-Wisdom-Stories-Anniversary-ebook/dp/B00A426C6K/ref=sr\\_1\\_1?ie=UTF8&qid=1495158321&sr=8-1&keywords=rachel+naomi+remen](https://www.amazon.com/Kitchen-Table-Wisdom-Stories-Anniversary-ebook/dp/B00A426C6K/ref=sr_1_1?ie=UTF8&qid=1495158321&sr=8-1&keywords=rachel+naomi+remen)

**Lighting the Torch** – George Kinder [https://www.amazon.com/Lighting-Torch-Kinder-Method-Planning/dp/0975344854/ref=sr\\_1\\_1?ie=UTF8&qid=1495158403&sr=8-1&keywords=lighting+the+torch](https://www.amazon.com/Lighting-Torch-Kinder-Method-Planning/dp/0975344854/ref=sr_1_1?ie=UTF8&qid=1495158403&sr=8-1&keywords=lighting+the+torch)

**Becoming Wise** – Krista Tippett [https://www.amazon.com/Becoming-Wise-Inquiry-Mystery-Living-ebook/dp/B011IUSPIE/ref=sr\\_1\\_1?ie=UTF8&qid=1495158465&sr=8-1&keywords=christa+tippet](https://www.amazon.com/Becoming-Wise-Inquiry-Mystery-Living-ebook/dp/B011IUSPIE/ref=sr_1_1?ie=UTF8&qid=1495158465&sr=8-1&keywords=christa+tippet)