



ABC Accountants Role

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Steps in the [XYZ Financial Services]

Process involving ABC Accountants & Client Referrals

	ABC Accountants Role	XYZ's role
Step 1 Accountant sees client	<ul style="list-style-type: none">• To go through their own version of "First Meeting Storyboard" and what they are about• To introduce XYZ	<ul style="list-style-type: none">• None at the time, but previously to have helped ABC Accountant's staff with appropriate training and communication skills for effective delivery.
Step 2 Accountant holds a referral meeting with XYZ	<ul style="list-style-type: none">• Identify appropriate clients for referral to XYZ, and effect handover of relevant information (including one page summary of client information)	<ul style="list-style-type: none">• Prior to this system, to give accountant a suggested format for the desired client information• Be at the referral meeting
Step 3 Presentation meeting (at ABC Accountant's premises or on XYZ's premises) held between XYZ and the client	<ul style="list-style-type: none">• May or may not be involved	<ul style="list-style-type: none">• Go through the XYZ process• Give client's kit• Check client for go ahead to next phase• If progressing, after advising client appropriately, XYZ to then go back to ABC Accountant to fill in any gaps of information prior to next meeting with client

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Step 4 XYZ to start weekly email feedback programme to ABC Accountants to keep them "in the loop" about progress	<ul style="list-style-type: none">• None at this stage	<ul style="list-style-type: none">• To instigate email feedback report• To be done WEEKLY to keep ABC Accountant updated
Step 5 ABC Accountant contacts client post-presentation	<ul style="list-style-type: none">• "How did it go?"• To make client feel positive and cared for• To clarify issues• To feed back to XYZ as necessary	<ul style="list-style-type: none">• Prior to this system, to assist accounting staff in relation to answering some likely client questions / objections (eg "It seems to be expensive")• To take feedback on board in preparation for next client meeting
Step 6 XYZ hold Discovery Meeting with client	<ul style="list-style-type: none">• None at this stage	<ul style="list-style-type: none">• Discovery Meeting with client
Step 7 XYZ builds strategic plan and books meeting with client to present strategy XYZ and the client	<ul style="list-style-type: none">• None at this stage	<ul style="list-style-type: none">• Strategic plan and books meeting with client to present strategy

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Step 8 XYZ posts ABC Accountants a copy of the plan and Executive Summary to keep them informed	<ul style="list-style-type: none">• None at this stage	<ul style="list-style-type: none">• Post ABC Accountants a copy of the plan and Executive Summary to keep them informed
Step 9 XYZ rings ABC Accountant for queries	<ul style="list-style-type: none">• To be prepared to openly and constructively discuss any areas of query	<ul style="list-style-type: none">• To have set this step up clearly with both client and ABC Accountant prior to this time. ("The plan is a detailed first draft. You are going to need to give some feedback. It isn't set in stone ...")
Step 10 XYZ holds Strategy Presentation Meeting with the client	<ul style="list-style-type: none">• None at this stage	<ul style="list-style-type: none">• Set up for the next stage. ("I've taken you through the key parts of the plan". Explain the whys ... "If you feel its appropriate, we can put the strategy to bed and get it signed off ...")

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Step 11 Before actual implementation, XYZ contacts ABC Accountants	<ul style="list-style-type: none">• To let XYZ know if any special arrangements or considerations are needed. (eg That they wish to be involved in any referral, like to an insurance provider)	<ul style="list-style-type: none">• To speak with ABC Accountant and clarify any special considerations
Step 12 XYZ to ring client one week later to set up a "Checkpoint" meeting the following week	<ul style="list-style-type: none">• None at this stage	<ul style="list-style-type: none">• Set up a "Checkpoint" meeting the following week
Step 13 XYZ to hold "Checkpoint" meeting with the client	<ul style="list-style-type: none">• None at this stage	<ul style="list-style-type: none">• To answer client questions• To engage in investor education regarding the investment strategy• To get sign off and agreement that the client is going to pursue the strategy• To revisit fee structure• To put client onto Review Service

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Step 14

Once client is on Review Service, XYZ to note on email feedback form to ABC Accountants: "Process now completed"

ABC Accountants Role

- To follow up client, if desired, and to provide any appropriate feedback to XYZ

XYZ's role

- To invite ABC Accountant to seek feedback from client if appropriate