



Suggested Supernova scripts for clients you are retaining

Script 1:

FA: I have incorporated a new business model with my business. Let me explain it to you like this. We are creating an all-first-class airline and you are on the passenger list. This is going to be a small plane and everyone on board will be in first class. I am going to give you first-class service for a year, and if that is too much for you and you prefer another kind of relationship, I will be happy to do that.

*But here's what your first-class service will look like: There will be regular, scheduled contact. The nature of this contact will be 12/4/2. In other words you will be in contact with me once a month for a regularly scheduled meeting. Four of those meetings include a quarterly review of the full portfolio with 2 of the scheduled quarter reviews as 60-minute face-to-face meetings with a broad agenda. We have reduced our client roster so that we could commit the time to do for you what we are promising. Simply put, we are going to become your **true** advisor.*

Script 2

FA: You will be pleased to know that we are adopting a new service model called Supernova. What it means to you is that, since we will be servicing fewer clients, we will be able to provide monthly contact, full implementation of your financial plan and rapid response to problems; one hour response, 24 hour resolution. We will finally have the time to be sure that as your life changes, your financial plan changes with it. Now, with your permission, we need to determine what will be the most convenient time for us to talk each month.

Question: isn't that a little too often?

Answer: With this schedule, we will finally be able to explain all the details of your financial plan and implement those that are most important to you. Life is more complex than ever. It takes time to get it right.

Script 3

FA: I have been working with an outside consultant to continue to improve the service model within my practice. The consultant has suggested a few refinements and structure changes that I am implementing with enthusiasm.

My practice will continue to be held to a relatively small number of clients. The refinements and structure will mean that my team and I will be able to provide monthly contact, full implementation of your financial plan and rapid response to any issues that may arise. Rapid response will be defined as one-hour response to phone calls with 24-hour resolution to any requests.

Other thoughts or bullet points:

- My practice has always been confined to a relatively small number of clients. This has allowed me to offer a planning driven practice with a formal investment process. In addition I am incorporating an improved service commitment that will allow me to offer unparalleled service. That commitment will include monthly contact to insure that my team is anticipating your needs. Of those 12 contacts, four will be quarterly reviews and two of those four reviews will be 60-minute face-to-face meetings with a broad agenda.
- Because of this commitment I will be able (fill in the blank).
- There will be regular, scheduled contact. I will contact you monthly to insure that my team is meeting your needs and anticipating any requests you may have.
- Four of those contacts during the year will be portfolio reviews and updates on the progress toward your goals. Two of those reviews will be in person