

Gap Analysis for Financial Advisor Teams

Director's Role	How are we doing in terms of competence on our team?	On a scale of 1 - 10	Where are we in execution?	On a scale of 1 - 10
Planning	This person has the ability and credentials to plan? A CFP on the team is the ideal situation		100% of clients have a financial plan. Plans are updated annually	
Planning Implementation	This person needs to be skilled in planning products i.e. long-term care insurance, estate planning, charitable trust, etc.		Clients are educated and using our insurance products, trusts, mortgages, have a cash flow analysis and estate planning, etc.	
Brand/Service	The administrative staff schedules and follows up on 12-4-2, builds and updates folders, insures Rapid Response to clients, monitors segmentation based on min/max, any compliance issues		Clients receive monthly reminders of calls and updates after meetings. Folders updated with newest agenda and planning documents, client calls are returned the same day, FA's are made aware of segmentation issues	
Marketing/ Growth	This person is experienced in implementing the acquisition strategies for the terms, i.e. 90-day free look, COI's, community involvement, social networking plan, niches and a Mastermind Group for each FA		Every FA has 6 COI's, 2 niches, a mastermind group, and is getting introductions from clients. The team has an active website and is on Linked In and Facebook	
Leadership	This person is expected to generate new assets, identify liabilities and create production goals		Meets with team members 12-4-2, qualified prospects are being recruited, team is growing and ran efficiently	

The results of the Gap Analysis are the team's starting point for going forward. Once you have established your current situation and made a commitment to the Supernova process you can use the weekly Scoreboard** meeting on Thursdays to measure your progress.