

ENGAGEMENT CONVERSATION CHECKLIST (v1.2)

D

C+/-

B+/-

A+/-

WEAK ENGAGEMENT	ELEMENTARY ENGAGEMENT	GOOD ENGAGEMENT	EFFECTIVE ENGAGEMENT
x Poor control;	✓ Effective use of conversations 1 and 2;	✓ Achieves 50% adviser/50% client participation rates;	✓ Seamless 1 st /2 nd chair collaboration;
x Focus on rapport building rather than trust building;	✓ Respectfully manage any 'pressing' issues;	✓ Take note when additional information is shared;	✓ Re-frames to regard Mutual Purpose easily (as required)
x Fails to convey context;	✓ Follows meeting structure;	✓ Evidence of 1 st /2 nd chair collaboration;	✓ Effectively handle any fee objections - emphasises focus on value;
x Fails to park 'pressing' issues;	✓ Highlights reasoning and positioning of complexities and advice priorities during Advice Map & Advice Path conversations;	✓ Clearly stops between each conversation stage seeking 'first thoughts'	✓ Good use of 'reflective questions'
x Poor conversation 1 and 2	x Includes Fundamentals on Advice Map	✓ Confirms and gets agreement throughout the meeting that the client is comfortable and the process is making sense;	✓ Sets time to make contact in 72 hours.
x Fails to follow meeting flow (Advice Map, Advice Path, Terms of Engagement, Fees);	x Fails to separate couple's responses on Advice Maps;	✓ Keeps focus on "value" during fee discussion.	✓ Collects presented Advice Map & Path from prospects prior signature
x Presents specific product recommendations;	x Justifies "what" during fee discussion;	✓ Keeps conversations within 60 minutes	
x Talking "at" the clients instead of engaging in a dialogue – i.e. overweight 80% adviser/20% client participation rates;	x Minimal 2nd Chair involvement;	✓ Priced using ranges as per Pricing Committee guidelines & Part 6 De-Brief	