The Perfect RIA, Episode 67: Getting the First Appointment – Part 2

Another week ahead of us and this time Matthew started with a memory of Micah's first condo in Alaska. Thinking about the past sometimes is a very good idea and this time it was perfect as today's podcast continues with the topic people struggle with the most: prospecting. Last time we talked about how to prepare for the first meeting and this time our guys will be talking about what to do when you are face to face with your prospect.

Think about your goal and do everything to achieve it. It doesn't mean that you should bend over backwards just so you get your prospect to work with you. On the contrary, that should be second on your list while helping your client to see your value and the help you are willing to give them should be the most important. People will know if you're just trying to lure them to come because it's valuable for you. Even if they don't choose to work with you, that's perfectly okay because you helped them. And in the end, that's your goal, isn't it?

Greeting your prospects properly is the first step to success. Depending on your relationship with them (whether you know them or not) be as formal as possible, there is never too much of that. What Micah likes to do is to use the prospect's first name just to make them feel relaxed and calm. Do a small talk about the place they come from, remind your clients that they are not in your office to buy anything but simple so you can be of assistance for them.

If you received a list of questions from your client, be prepared to answer them. However, you might want to see if they have any other questions that came to their mind because maybe they forgot about something and they would like to start with that. After you make sure everything is clear, you can start with your agenda.

Now, you don't have to work on the questions in the order they are listed on the piece of paper you have. If you know that there might be some topics your prospect would like to discuss at the beginning, start with that so you can cross it off the list. Only if that's possible, of course, if the question is too general, you might need more information to answer it. Show your clients the agenda, point to the topics you would like to discuss with them first but never try to omit anything – they paid for you time, they have the right to know the answer to every single question on the list. What Matthew does is he takes a questionnaire so he can keep track of his notes. That way he doesn't get lost and his clients see that he got the questions right.

If you are working with couples, make sure they are both evenly engaged in the conversation. Usually, one of them will have more questions but they are both there so they both have the right to talk to you about their doubts or worries. Ask questions that will make them talk, even those they will have no answer to because that's where you step in. Make sure you know what their strategy is and why they chose that. Maybe there are some factors they didn't tell you about. Never let them feel guilty about their decision, tell them what can be improved and how, ask if you can make a suggestion, but reassure your clients that they did a hell of a job.

You will make mistakes the beginning and after a number of meetings you will see what you're doing wrong and you will be able to change it. There is a lot to go through and sometimes it's hard to remember everything. Setting up your office is one of the tasks you need to take care at the beginning. What Matthew did is he put the clock on the wall behind his clients so he can always see the time without being awkward. If you see you're running out of time, let your clients know about that in a subtle way, as Micah does.

Action Items

1. **Record yourself in a prospect meeting.** Tape a practice meeting with your office manager, spouse, friend, or nobody. Use the video to analyze your performance, check for nervous ticks, and examine how often you're talking instead of listening.
2. **Invest in your success.** Hire an image consultant who will help you pick out new clothes. If you can't afford a new wardrobe, invest in one expensive suit rather

than several cheaper ones. If you can, hire someone to design your conference room for meetings. They should consider things like how inviting the room is, clock placement, and even what the client looks at when speaking to you.

3. **Get good at running time.** If you struggle with time management in meetings, build transitions into your agenda to help you.