**Prospect Qualification for Seminars**

“Good afternoon, Karen, my name is Maggie and I’m calling from Wall Private Wealth about our upcoming live event at 1000 North.” *If they sound unsure, try to jog their memory (You received our mailer and called in to RSVP, etc.)*

“We’re a boutique wealth management firm and this will be a smaller, more intimate evening, so we like to make sure we have people in the room that we are really in a position to provide value to. Do you have a few minutes for me to ask you some background questions so I can confirm your reservation?”

“Do you currently have a financial advisor? If so, are you happy with them?” *Based on the answer to these questions, probe more: (So you’re pretty hands-off then when it comes to your investments. Do you have any idea what kind of investments you have?) We’re trying to get a feel for their financial experience.*

“Are you retired?” *If this answer comes up organically, even better. Once they answer, take time to make a personal connection while also establishing residency status. Ask something like: “*Well, Florida is a beautiful place to retire, were you up north somewhere cold and rainy before?” *We want to know if they are living in Florida full time.*

“Well Karen, besides the fact that you’re not thrilled with your current advisor, what is your greatest financial concern at the moment?” *Try to use this question/answer to establish a sense of urgency, they need timely help that you can provide.*

“Karen, as I mentioned, we want to make sure we are truly in a position to provide value to anyone who attends our event so I want to give you a feel of the type of families we traditionally work with. Our Family Division starts at $3 million in investable assets, our Private Wealth Division starts at $25 million, and we have a pro-athlete division. Would you say you have enough investable assets to land you in one of these categories? *They may ask what is considered an investable asset, the simple answer is monies that are liquid or could be liquid reasonably quickly to be invested somewhere. For instance, the value of the person’s home should not figure into their investable asset total since they won’t sell their house and then take the proceeds to invest somewhere. \*\*\*Don’t feel the need to nickel and dime the client, or interrogate them too deeply to determine exactly how much money they have.*

“Okay Karen, I appreciate you taking the time to answer my questions, I just have one more and then I’ll let you go. Have you heard of our Founder & CEO, Michael Wall?” Either way, encourage them to visit our website and take a look.

“Karen, would you provide me with your email address? I'm going to send you a link to the website, as well as a few other resources you can look at before the event.” *Send podcasts, Forbes article, any other videos deemed appropriate.*

“Do you have any questions for me? Wonderful, we’re looking forward to seeing you at the event!”

**FAQs**

-What if they don’t meet the minimum?

Confirm with your advisor beforehand about his/her preferred course of action. If you need to reject attendance: “Well Karen, it seems like this event may not be the best fit for you, our investment strategies are best suited to individuals with that higher net worth and we want to be respectful of your time as well as ours.” There may be an opportunity to just set a one-on-one office meeting instead.

-What if a client becomes rude or abrasive when I ask personal questions?

First and foremost, if the client is flat out rude to you, it is likely not a client that you’d want to have anyway. This is an event that YOU are paying for, you are allowed to ask whatever questions you want. That being said, it is very important to pick up on cues and ask your questions in the best way. Try to make things conversational, don’t let it feel like you’re just checking boxes off a list. As much as you can, make personal connections so that when you do ask a question it feels more like conversation than an interrogation.

-What if I get their voicemail?

Explain who you are and what you are hoping to speak to them about. Make it clear that your reservation isn’t confirmed until they talk to you.