



The Questions Clients Want You To Answer

Many clients fail to ask the right questions, which means you may not be giving them the answers they really need to make a decision. Following are 10 questions most of your clients will be thinking about, even if they don't ask.

1. What do you do for a living?

Don't simply say, "I sell insurance" or "I'm a financial advisor." Instead, talk about how you help clients protect what they have built, provide for their family, retire early, support a favorite charity, etc. Always sell the result, not the tool.

2. Whom do you do it for?

This is the time to talk about your target audience and how your client fits in. It's important at this stage to move beyond income and occupation to values. People do business with people whom they like and trust, based on common values.

3. How do you do it?

Think solutions, not products, when answering this question. This business is still set up so that the majority of advisors are paid by selling products. Clients don't care about you selling products, but they do care about solving their financial problems. This is your chance to tell them how you can help them solve their problems.

4. What are your services?

Itemize and describe the services you mentioned in Number 3. List all your services, even if you don't see an immediate need for them. They can't buy it if you don't offer, and they can't recommend you if they don't know everything that you do.

5. Why are you in this business?

Focus on the non-financial reason for doing what you do. Show the client your passion and enthusiasm.

6. Why should I do business with you?

Don't just tell them what makes you good, or even the best. Tell them what makes you different or unique.

7. How do I know I can trust you?

You must prove it. Use professional marketing, which denotes your level of professionalism and established credibility. Establish a system for processing prospects after the initial contact; develop a way to bring them into your office. Spend time with them. Long-term relationships can't be rushed.

8. Why do you want me as a client?

Describe your ideal client in non-financial terms, again focusing on common values. Think in terms of age, stage of life, lifestyle and sophistication you desire in a client. Show the client that you understand the challenges in his or her life.

9. How do you charge?

Be specific, clear and thorough. Use language that denotes standard operating procedures, as if you've done it a million times. This conveys professionalism, confidence and builds trust and credibility.

10. What can I expect as a client?

Clean up any details you may have forgotten. Describe everything you can, right down to your callback policy. Let them know what to expect and then meet – or exceed! – their expectations.

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