YCHARTS

Perfect Your Prospect Meetings

Agendas to Help You Turn Conversations into Clients

Prospect meetings represent a powerful opportunity to engage and build connections with potential clients while also showcasing your unique value proposition. Taking a structured approach to these conversations, with all necessary documents and a detailed agenda, helps build trust, improves the overall prospect experience, and ensures both advisor and prospect cover all their bases.

We've put together three agenda templates to streamline and enhance discussions with prospects, helping you close new business faster.

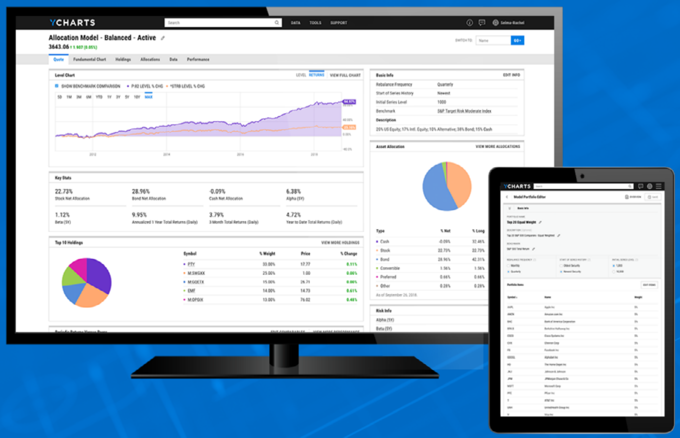
Agenda 1

Discovery & Needs Analysis Meeting

Duration: 60-75 minutes

Materials Needed

- Client intake forms
- Financial inventory checklist
- Business card
- Note-taking materials
- Privacy policy document
- Two copies of the agenda (for advisor and client)



Pre-Meeting Preparation

- Review any preliminary information received
- Have all forms ready and organized
- Test any technology needed for your presentation
- Use YCharts to generate updated market insights and portfolio visuals to ensure a data-driven discussion

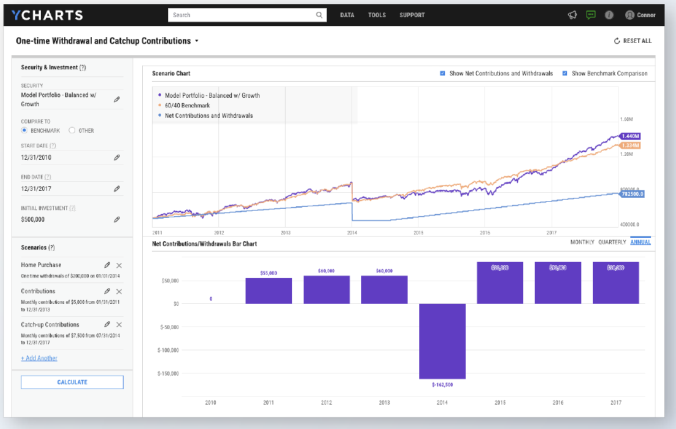
Agenda 1: Discovery & Needs Analysis Meeting

Duration: 60-75 minutes

Meeting Flow

1. Welcome and Introduction *(5-7 minutes)*

- **Warm personal greeting**
- **Brief personal background and firm overview**
- **Set meeting expectations and timeline**
- **Offer refreshments**



2. Building Rapport *(10-12 minutes)*

- **Personal/family background discussion**
- **Career and business history**
- **Current life situation**
- **General financial concerns**

3. Deep Dive Discovery *(25-30 minutes)*

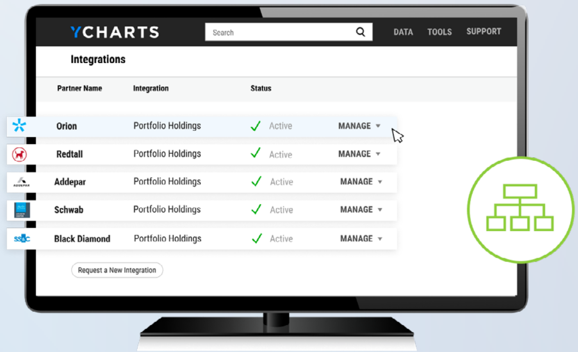
- **Current financial situation**
  - Income sources
  - Asset inventory
  - Liabilities and obligations
  - Insurance coverage
  - Use YCharts' comparison tools to illustrate risk tolerance and asset allocation scenarios in real-time
- **Goals and aspirations**
  - Short-term objectives
  - Long-term vision
  - Risk tolerance
  - Family considerations
- **Pain points and challenges**
  - Current financial concerns
  - Past experiences with advisors
  - Urgent needs

Agenda 1: Discovery & Needs Analysis Meeting

Duration: 60-75 minutes

4. Fact-Finding Documentation *(10-15 minutes)*

- **Complete relevant intake forms**
- **Document key financial data**
- **Note specific follow-up items**
- **Gather necessary authorizations**



5. Next Steps *(5-7 minutes)*

- **Summarize key findings**
- **Schedule follow-up meeting**
- **Request any additional documents**
- **Explain what to expect**
- **Generate quick portfolio summaries with YCharts for easy documentation**

Post-Meeting Actions

- ✓ **Send thank you email**
- ✓ **Document meeting notes**
- ✓ **Begin preliminary analysis**
- ✓ **Prepare for upcoming value proposition meeting**

Agenda 2

Value Proposition & ROI Demonstration Meeting

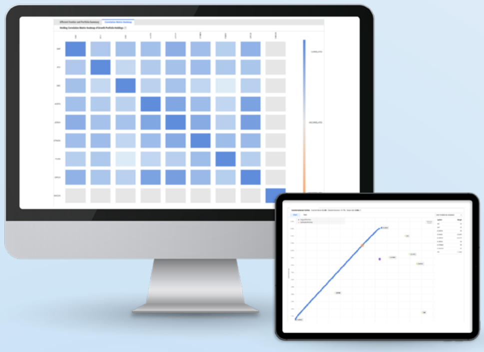
Duration: 45-60 minutes

Materials Needed

- **Preliminary analysis results**
- **Service offering presentation**
- **Fee schedule**
- **Case studies/relevant client examples**
- **Visual aids**

Pre-Meeting Preparation

- **Complete initial financial analysis**
- **Use YCharts to generate updated market insights and portfolio visuals to ensure a data-driven discussion.**
- **Prepare customized presentation**
- **Review notes from discovery meeting**
- **Set up technology and visual aids**

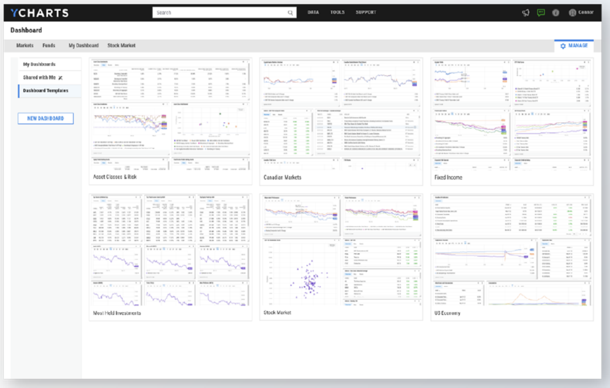


Clients appreciate clarity. Use YCharts to turn complex financial data into easy-to-understand graphics.

Agenda 2: Value Proposition & ROI Demonstration Meeting

Duration: 45-60 minutes

Meeting Flow



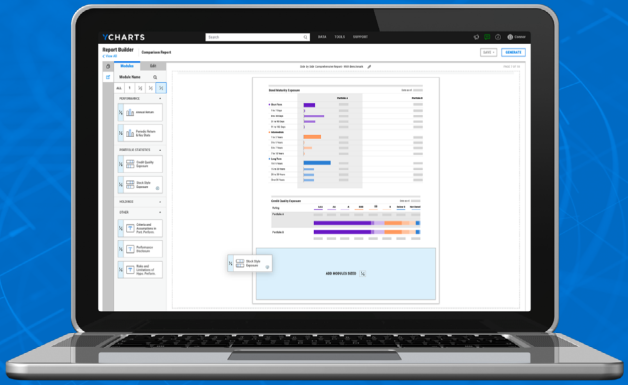
1. Review and Reconnect *(5-7 minutes)*

- **Warm welcome back**
- **Recap previous meeting**
- **Confirm receipt of additional documents**
- **Address any interim questions**

2. Situation Analysis Presentation *(15-20 minutes)*

- **Current financial snapshot**
  - Asset allocation
  - Risk exposure
  - Tax efficiency
  - Estate planning status
- **Identified opportunities**
  - Investment optimization
  - Tax reduction strategies
  - Protection gaps
  - Estate planning needs

Show real-time data using YCharts to illustrate the prospect's financial snapshot, including asset allocation, risk exposure, and tax efficiency.

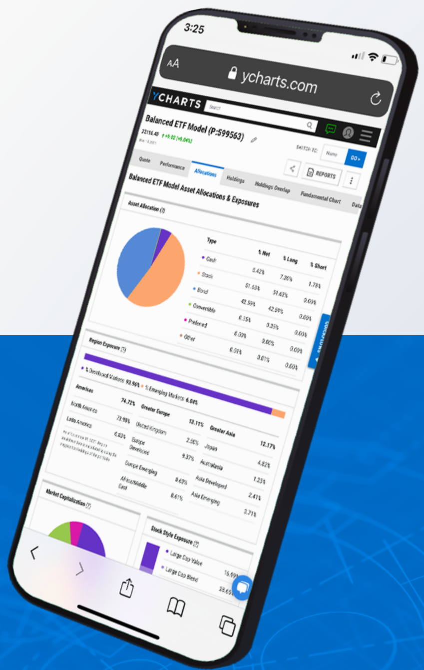


Agenda 2: Value Proposition & ROI Demonstration Meeting

Duration: 45-60 minutes

3. Deep Dive Discovery *(15-20 minutes)*

- **Service offering overview**
  - Investment management
  - Financial planning
  - Tax coordination
  - Estate planning
- **Unique differentiators**
- **Process and methodology**
- **Team and resources**



Demonstrate your value immediately by using YCharts to compare your recommendations with your prospect's current portfolio.

4. ROI Demonstration *(10-12 minutes)*

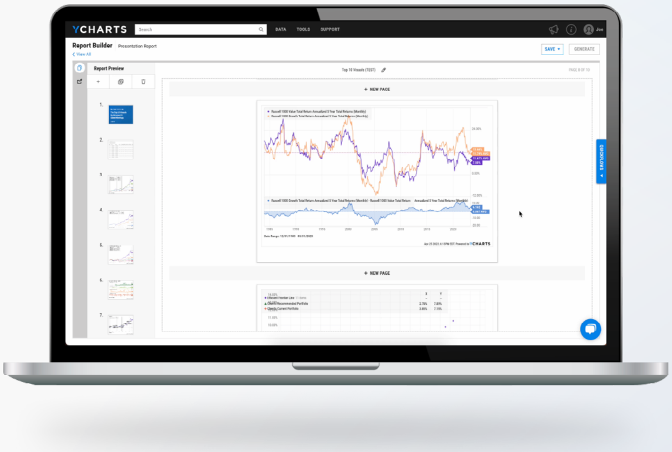
- **Potential cost savings**
- **Tax efficiency improvements**
- **Risk-adjusted return potential**
- **Fee transparency discussion**
- **Value-added services**
- **Use YCharts' reports to quantify potential savings, investment optimization, and portfolio performance comparisons**

Agenda 2: Value Proposition & ROI Demonstration Meeting

Duration: 45-60 minutes

5. Next Steps *(5-7 minutes)*

- Outline proposal preparation
- Schedule final meeting
- Address preliminary questions
- Set expectations



Post-Meeting Actions

- ✓ Document discussion points
- ✓ Prepare detailed proposal
- ✓ Send follow-up email with key points
- ✓ Begin compliance review if needed

Agenda 3

Final Proposal & Closing Meeting

Duration: 45-60 minutes

Materials Needed

- Final proposal document
- Investment policy statement
- Service agreement
- Account opening paperwork
- Transfer forms
- Implementation timeline

Pre-Meeting Preparation

- Run final scenario analyses using YCharts to stress test recommendations before presenting to the prospect
- Complete final proposal
- Prepare all necessary paperwork
- Review previous meeting notes
- Have technology ready for signing

Clients value ongoing insights. Demonstrate your ongoing value by showcasing proactive portfolio and performance monitoring with YCharts.

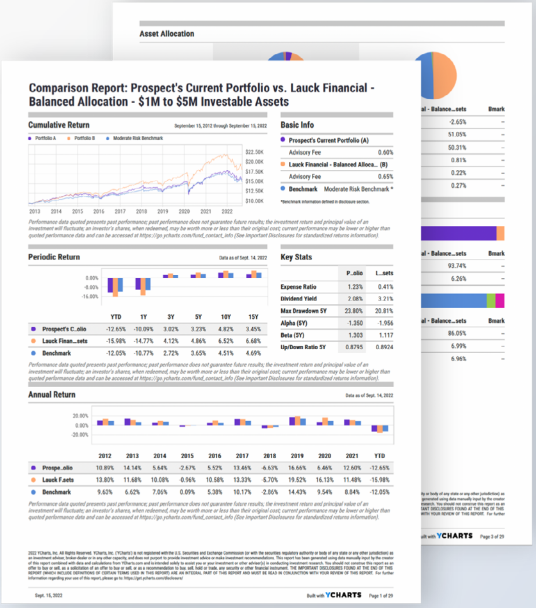
Agenda 3: Final Proposal & Closing Meeting

Duration: 45-60 minutes

Meeting Flow

1. Welcome and Agenda Review *(3-5 minutes)*

- **Warm greeting**
- **Meeting objective confirmation**
- **Timeline overview**



2. Proposal Presentation *(15-20 minutes)*

- **Comprehensive solution overview**
  - Investment strategy
  - Planning recommendations
  - Service schedule
  - Implementation plan
- **Fee structure review**
- **Expected outcomes**
- **Success metrics**
- **Enhance the investment strategy overview with YCharts reports to visually demonstrate recommended adjustments and long-term benefits**

3. Implementation Process *(10-12 minutes)*

- **Account setup procedures**
- **Transfer process explanation**
- **Timeline overview**
- **Communication protocols**
- **Team introductions**
- **Use YCharts to monitor investment changes, benchmark portfolios, and track performance against goals.**

Agenda 3: Final Proposal & Closing Meeting

Duration: 45-60 minutes

4. Address Questions (10-15 minutes)

- Open discussion
- Concern resolution
- Clarity check
- Commitment confirmation

5. Documentation and Next Steps (10-12 minutes)

- Review and sign agreements
- Complete account paperwork
- Schedule first implementation meeting
- Establish communication preferences

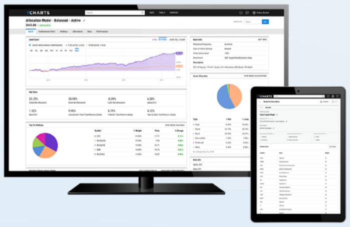
Post-Meeting Actions

- ✓ Process all paperwork
- ✓ Send welcome package
- ✓ Schedule onboarding meeting
- ✓ Begin implementation process

General Meeting Guidelines

- **Confirm each meeting 24 hours in advance**
- **Keep detailed notes**
- **Follow up within 24 hours**
- **Document all action items**
- **Schedule next steps before concluding**
- **Send meeting summaries same day**

By using these structured agenda templates, you'll be able to approach prospect meetings with confidence, ensuring that every conversation is purposeful, productive, and moves you one step closer to converting prospects into long-term clients.



Ready to turn data into decisions?

Use YCharts to create compelling reports, visualize portfolio performance, and elevate your prospect meetings.

START YOUR FREE TRIAL TODAY

Make every conversation count.

YCHARTS