

Client Advisory Council Sample Questions

Inaugural Meeting/General

- What are we doing well?
- Where could we improve?
- When you hear the name of our firm, what comes to mind?
- What should we start doing?
- What should we stop doing?
- What should we continue doing?
- What are the unique characteristics of our firm that helps us meet your needs?
- What are your top areas of concern as it pertains to financial matters?
- How could we better articulate what we do for our clients?

Client Experience

- How could we provide more meaningful experiences to our clients?
- What creative ideas have you seen implemented in other businesses you work with that we could implement to improve service and/or communication?
- What additional services would you like to see our firm provide?
- What services are we currently providing that aren't needed?
- In what ways can we make our regular communications with you more meaningful and more effective?
- What new ways of interacting would be preferable for you so that we ensure you're getting the information you want, when and how you want it?
 - Remote video conferencing
 - Client websites
 - Portals
 - Account aggregation
 - Mobile access
- What changes do we need to make to the types of events we're having?
- What articles should we feature in our newsletter?
- How can we increase the number of annual surveys being returned?
- How often do you feel a personal meeting and/or phone call is necessary?
- How quickly do you expect a message to be returned?
- Of the events you have attended, which have been your favorite?

Specific Feedback

- We are considering offering a new service (describe service)
 - Would this be valuable to you as a client?
 - How might this change your perception of us as a firm?
 - What price range would you expect to pay for this service?
- Our ideal client looks much like you (describe ideal client)
 - What is important to these ideal clients?
 - What unique challenges are these clients facing?
 - How might we position as a go-to firm for these clients?
- We are considering making changes to our quarterly statement (show example)
 - What sections are most useful to you?
 - What sections are not useful to you?
 - What information would be helpful for us to add to your statement?
- We are considering adding a new investment strategy to our lineup (describe strategy)
 - Is this approach something that resonates with you, or is it a distraction?
 - What questions or concerns do you have about this investment approach?
- We find that very few clients know that we offer (describe service)
 - How can we better communicate all of the services that we offer to clients?
 - In what ways can we educate our clients about the importance of this area?

Firm Growth

- How do we get introduced to more people just like you?
- If you were running this business, how would you grow it?
- How would we need to change our firm so that you would feel enthusiastic about introducing us to your friends, family, and colleagues?
- Have you referred anyone who opted to work with us, and why?
- Are there any reasons you would not refer clients to us?
- What events would be valuable to you and others you would be interested in introducing to us?