**Sample Process Template**

**Process:** Discovery Meeting Process

**Description:** Use this process to prepare for, execute, and follow-up after a 1st appointment (Discovery Meeting) with a prospect

**Category:** Leads & Prospects

**Keywords:** First Meeting / Initial Prospect Meeting / Discovery Meeting

**Last Updated:** 5/12/2020

**Locations Referenced:**

* CRM – Workflow – Discovery Appointment

**PROCESS DETAILS:**

|  |  |  |  |
| --- | --- | --- | --- |
| STEP # | WHAT | WHEN | WHO |
| 1 | Enter prospect data in CRM system | As soon as lead is received | Front Office Associate |
| 2 | Call prospect to schedule Discovery Meeting | As soon as lead is entered in CRM | Front Office Associate |
| 3 | Enter meeting on CRM calendar | Immediately after scheduling appointment | Front Office Associate |
| 4 | Send meeting confirmation email with agenda and confidential profile form | Immediately after previous step | Front Office Associate |
| 5 | Schedule reminder call for 24 hours before appointment | Immediately after previous step | Front Office Associate |
| 6 | Change prospect opportunity status to “Discovery” | Immediately after previous step | Front Office Associate |
| 7 | Prepare Discovery meeting materials; deliver to advisor | 1 week before appointment | Front Office Associate |
| 8 | Add any information prospect returns to CRM/prospect file | Prior to appointment | Front Office Associate |
| 9 | Review prospect information in CRM | 48 hours before appointment | Advisor |
| 10 | Complete appointment reminder call | 24 hours before appointment | Front Office Associate |
| 11 | Welcome prospect with preferred beverage (if known) | Time of appointment | Front Office Associate |
| 12 | Schedule Proposal meeting | During appointment | Advisor |
| 13 | Enter meeting notes in CRM | Within 24 hours of appointment | Advisor |
| 14 | Provide prospect folder to Front Office Associate | Within 24 hours of appointment | Advisor |
| 15 | Update prospect opportunity status in CRM | Within 24 hours of appointment | Advisor |
| 16 | Upload prospect information to prospect folder | Within 24 hours of receiving folder | Front Office Associate |
| 17 | Send follow-up letter | Within 24 hours of appointment | Front Office Associate |
| 18 | Kick off Proposal Meeting process workflow | Within 24 hours of appointment | Front Office Associate |
| 19 | Enter data gathered into CRM | Within 24 hours of receiving prospect folder | Paraplanner |
| 20 | Enter data gathered into financial planning software | Within 48 hours of receiving prospect folder | Paraplanner |
| 21 | Schedule time to review plan with Advisor | Within 48 hours of receiving prospect folder | Paraplanner |
| 22 | Follow up with prospect for any missing information | Within 48 hours of receiving prospect folder | Paraplanner |