Of the many questions we are asked by Financial Advisers, these are on the "most repeated" list:

How can I ensure that all of my clients enjoy a consistent level of service from my firm?

- How do I get my clients to refer new clients to me?
- How do I maximize the value of my practice when it comes time to sell?
- How can I go on holidays and be comfortable in the knowledge that my clients will be serviced well in my absence?
- How do I ensure that induction of new staff happens smoothly?

In many cases, part of the answer to all of these questions is to ensure that your practice operates at peak levels of efficiency and every task or procedure in the business is performed the same way every time… allowing for new staff to be introduced without interrupting service levels to clients… and that what you say you can deliver to your clients – is in fact delivered – on time, every time.

Unfortunately, the creation of a procedures manual is not high on the list of things that advisers want to, have time to, or are good at, creating. Thinking through the various outcomes of every task in the business and mapping it through to its completion is an arduous task for even the most motivated!

For this reason, Elixir Consulting has developed a templated Procedures Manual that advisers can use as a base to work from – and then tailor to their unique needs. The Manual includes over 30 flow charts that document the most important processes within a business:

- Inducting a New Client from initial phone call to implementation,
- Implementation Procedures – for Risk and Investment
- Conducting Client Reviews – for all "categories" of client in the business
- HR processes – including new staff recruitment and induction, through to performance appraisals
- Also included within the flow charts are over 50 templated letters that can be customised to suit your business – covering a multitude of uses – from confirming a client's first meeting with the business through to confirming implementation is complete, or review appointment letters. In addition, there are a number of articles that will assist advisers in the process of undertaking some key Practice Development projects within their business.

Menu of Attachments to Flowcharts

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Templates

1. Client Budget Planner
2. Client Categorisation Worksheet
3. Client Service Agreement
4. Complaints Policy
5. Compliance Checklist
6. Confirmation Letter for Review for fee (Bronze)
7. Contact Detail Update Request
8. File Note template
9. First Appointment – Confirmation Letter
10. First Appointment – Location Map
11. First Appointment - Client Engagement Letter
12. First Appointment –Client Meeting Action Items
13. First Appointment – New Client Meeting Agenda
14. First Appointment –Third Party Authority Form
15. HR – First Warning
16. HR – Second Warning
17. HR –Third Warning
18. HR – Letter of Dismissal - Misconduct
19. HR – Letter of Retrenchment
20. HR – Letter of Termination – Performance Related
21. HR - Receptionist Position Description
22. HR - CSM Position Description
23. HR - Paraplanner Position Description
24. HR – Admin Assistant Position Description
25. HR – Financial Planner Position Description
26. HR - Reference Letter for Employee
27. HR – Sample KPI's
28. Implementation Complete Letter to Client
29. Implementation Meeting – Confirmation Letter
30. Initial Letter to client regarding a complaint
31. Letter to client's accountant after Implementation
32. Letter to thank referrer (private)
33. Monthly Practice Development Meeting Agenda
34. New Business Submission to Insurer
35. New Services Offer Letter
36. Offer for Review Letter – legacy client
37. Outcome letter to referrer (Business – Positive)
38. Outcome letter to referrer (Business – Negative)
39. Outcome letter to referrer – Private
40. Remuneration to Referrer – Business
41. Remuneration to Referrer – notification to Accounts
42. Researching existing client holdings

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43. Review Changes Implementation complete – letter to client
44. Review Pack - Checklist
45. Review Pack – Covering Letter
46. Review Pack - questionnaire
47. Review Pack – File Note template
48. Review Pack – Review Meeting Agenda
49. Sample Client segmentation matrix
50. Sample Client Service Matrix
51. Sample Weekly Adviser Meeting Report
52. Strategy Checklist
53. Strategy Discussion Paper – new client
54. Strategy Discussion Paper – client review
55. Strategy Meeting – Confirmation Letter
56. Strategy Meeting Agenda
57. Summary for Review Document
58. TFN Authority Form

Articles

1. Acronym Dictionary
2. Client Feedback Initiative
3. Creating your Client Value Proposition
4. Never Mind the Hot Button – Adviser Sales Techniques
5. Servicing Your Clients