



## **CLIENT SESSION #1: GET ACQUAINTED (90 MINUTES)**

### **Information & Script**

**PURPOSE:** The purpose of this session is to know your client, create value, and build trust

#### **Pre-Meeting** (60 min)

- Review this document
- Review the Widows' Guidebook if you haven't used it for a while
- Review the client's Financial Wellness Check (FWC) and Care Manager Notes (in your secure client folder)
  - Do not overlook the value of this information! The FWC score gives you a hint of how well they're coping with the practical matters of losing a spouse. The average FWC Score is 58; are they performing above or below this average? What areas were the weakest and may require extra attention on your part?
  - You should have a very good idea of what's been accomplished and what has not (circle the weak areas for easy reference later); and, you should have a good idea of their Hot Topics, which is the first topic of discussion, and how you might address them.
- Send client a personal email greeting (see example) and schedule the meeting.
- Do not assign "homework" or have the client complete anything in the workbook prior to your first session.

#### **Objective 1 – Introductions** (5 min)

- Complete introductions.
- Acknowledge the client's loss, using the deceased spouse's name (make sure you know it!).
- Make it clear that you are somewhat familiar with their situation from the Care Manager Notes, but ask them to share more as appropriate.
- Explain who you are:
  - A volunteer with W4W and for how long
  - Credentials: CFP, other
  - "I have worked with widowed people in my regular practice, and I look forward to working with you."
  - Do NOT refer to your broker-dealer/firm - it's irrelevant and can be confusing to the client

## **Objective 2 – Explain The FC Process** (5 min)

- Set expectations by sharing our basic 4-Session Coaching Process. Walk through the process on your own or use the script below:
  - “I’m glad that you made the decision to seek help and that you’re here today. Over the next few minutes, I’d like to review our coaching process with you, talk more about your current situation, and address anything that’s keeping you awake at night, the “Hot Topics” you identified during your Introductory Call. How does that sound?”
  - (Direct the client to open their Widow’s Guidebook to the Table of Contents.) “There is a lot of material here, so please don’t feel overwhelmed. Not all of it may apply to you, so we may jump around a bit to focus on the topics that are most important to you.”
  - “We use a four-session approach: Get Acquainted, Get Organized, Get Prioritized, and Get Stabilized. We may need more than four sessions, but this provides the order in which we’ll tackle various topics, or subjects. As you look through the Table of Contents, you’ll see these subjects. Also, there is a Progress Check at the end of each topic; we will use these checklists as a review tool to see what applies to you, what you’ve done, and what you still have left to do. Basically, our engagement is complete once we’ve addressed all the Progress Checklists.”
  - “Please use the Guidebook. The more you use it, the less scary this stuff is. Feel free to take notes, circle action items, and use it as a resource in between our sessions. There is also a very helpful glossary and an Appendix with useful information and forms at the back of the guidebook.”
  - “We’ll work at your pace. Some clients want to get all of this done in a few weeks; others need more time. If we have a meeting scheduled and you’re having a bad day that day, we can reschedule. It’s not a problem. Sound OK? “

## **Objective 3 - Set Expectations** (5 min)

- “Our coaching is meant to be interactive. That means, that it is not just me telling you what to do! That’s no fun! We’re going to talk about what needs to be done and how to do it. You’re expected to then work on the things that need doing. The more you do, the better you’ll feel. You’ll gain a sense of accomplishment. As you progress through these items, you’ll gain confidence and a sense of financial clarity. Things will start to make sense. We’ve seen it over and over. It works.”
- “If you stick with it, do the homework, dig in and ask questions, our coaching process is transformative. On the flip side, the coaching will have very little value if you’re not ready to listen to your coach’s advice and take action.”
- “Any questions? Okay, let’s get started.”

## **Objective 4 – Develop Trust (by delivering immediate value)** (20 min)

- Topic 1: My Hot Topics. Properly reviewing and solving at least one Hot Topic in this session will speak volumes to the potential of the value you will provide over the course of the engagement. This is your chance to prove to the client they made the right decision to come to Wings for Widows. If you shine here, you'll have this client's attention to the end.
  - First, make sure you understand all Hot Topics. Discuss what you know, but dig deeper with the client for clarity. Prioritize them. Recognize that you may only have enough time to solve one Hot Topic during this session.
  - If you can address and resolve at least one Hot Topic, great. You're creating value and building trust.
    - If the Hot Topic would naturally be addressed later in the guidebook, then you'll have to decide if you have enough time to resolve it now or wait until that session. If so, jump to that section in the guidebook and work through it.
  - Other times, you may not have enough client or other information to resolve a Hot Topic. Reassure the client that you will come back to it.

#### **Objective 5 – Know Your Client** (30 min)

- Topic 2: About Me & My Family (5 min)
  - This is a good time to understand if they have any family and whether they are supportive or not. Are their children from a previous marriage? If so, what is their relationship to them? Talk about minor children or children with disabilities. Our belief is financial stability leads to family stability, so it's important to understand what that family looks like.
- Topic 3: My Financial Snapshot (25 min)
  - Determine the client's current financial situation by asking questions. Methodically work through the worksheet with the client. Doing this will provide you an excellent picture of what the client knows and what they don't know. Fill in as much as you can ("ballparking" is okay), but it's common to come back to this worksheet throughout the engagement as answers are found. Make note of what the client needs to produce so that you can get a clear picture of the financial situation.

#### **Objective 6 – Understand the Spouse's Estate** (20 min)

- Topic 4: About My Spouse (5 min)
  - This a good time to mention what to do with their spouse's email, mobile phone, find out if they have access to accounts/passwords.
- Topic 5: My Spouse's Estate (15 min)
  - You and the client need to understand who's assets are who's. Ask questions! Work through the worksheet as best you can. Progress over perfection!
    - Did the decedent have a will?
    - Are there more assets than liabilities?
    - Will an estate checking account need to be opened?

- Does the client have an estate planning atty? (If not, we'll help them find one)

**Objective 7 – Wrap Up with the Checklist** (5 min)

- Complete the Progress Check (your client needs to see progress, value before you schedule the next session; you want them eager to meet again)
- Schedule next session
- Remind the client what they “owe” you by the next session (you can email a list to the client, too). Keep it simple.