Referral Scripts for FINANCIAL ADVISORS

Here’s the thing: you do an amazing job for your clients.

You keep them up to date about their portfolios’ performance, you proactively explain the actions you’re taking to grow and protect their assets, and, most importantly, you’re consistent about reaching out even if it’s just to ask how things are going or to see if they have any questions. In other words, you sincerely care about your clients, and you take the steps to show it.

Clients who appreciate the level of service they receive from you and the sense of security and peace of mind you provide naturally want the people they care about to experience those same things. These clients will gladly give you referrals—if you just ask.

Below are several scripts you can use to request referrals from current clients. They’re written in ways that apply some of what researchers have discovered about persuasion and human psychology. However, these scripts are intended to be used only as outlines for conversations, so you should adapt them to your own style to prevent them from coming across as canned speech. Just be sure to maintain their overall structure and preserve the integrity of the message.

SCRIPT #1: WHEN YOU WANT MORE IDEAL CLIENTS

If calling a client, include the introductory greeting.
If meeting face-to-face, omit the introduction.

Hi *<<client’s name>>*. I hope things have been going well with you.

---Allow client to comment/respond.

I think you know how much I enjoy working with you. Are you happy with the services I’ve provided?

---Allow client to comment/respond.

Great! It’s important to me that you’re comfortable and happy with us working together. Is there anything in particular that you’ve found especially helpful?

---Allow client to comment/respond.

That’s good to know. I promise to keep doing more of the same.

One of the reasons why I’m always excited to work with you is because *<<provide a reason specific to your client that is representative of your ideal client>>*.

Is there anyone else in your life—a friend, a colleague, or a family member—who’s in a similar situation? Would you be able to introduce me to them?

---Allow client to comment/respond.

That’s wonderful! Thanks so much. Would you be okay with copying me on an email to *<<if your client offered a name, use it here; otherwise, use “them”>>* letting them know we work together? I’ll follow up and copy you back so you know I’ve reached out.

SCRIPT #2: AFTER YOU’VE REVIEWED A CLIENT’S PLAN WITH THEM

It’s always a good idea to revisit your financial goals. Things change, and I want to be sure we keep an eye on the prize, even if that prize changes over time. Making adjustments should always be a part of the plan. Did you find this review helpful?

---Allow client to comment/respond.

I’ve recently been working with a few new clients who were referred to me by a couple of my current clients. They knew people who were looking to review their goals and were seeking a second opinion on their financial plans. Do you know anyone who might like a review of their plan?

---Allow client to comment/respond.

SCRIPT #3: FOR USE WITH A STANDARD MEETING

<<Before starting the meeting, ask the question:>>

After our discussion, and we've gone through everything, would it be okay if I asked a small favor?

---Allow client to comment/respond, and then proceed with your meeting.

<<When ending the conversation, ask your client what they found most valuable about your discussion. Once they've answered, move into asking for a referral.>>

By any chance, would you know another person, similar to yourself, who could also benefit from having a conversation with me? *<<Sit quietly for two beats.>>*

It's okay if you don't have their information. I don't need it this minute. But out of curiosity, who did you have in mind?

---Allow client to comment/respond.

<<Show interest by asking your client to tell you about the person whose name they've given, or how they know each other.>>

I don't need *<<name's>>* contact information at the moment, but when do you think you'll see them again?

---Allow client to comment/respond.

When you see *<<name>>*, would you mind doing another favor for me? Could you chat with them about the experience that you and I have had with *<<client's value point>>* and see if they'd be okay with me giving them a call? Maybe some of the ideas that have helped you could help them too.

SCRIPT #4: WHEN FOLLOWING UP

If a client hasn't let you know that they've made a referral, you should follow up. When you do, convey that it's okay if they forgot. You don't want to make them feel bad, but by bringing up the topic, you'll likely get them to follow through.

Can I check in with you after you've met with/spoken to *<<name>>*?

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