Sales Playbook for a Financial Planning Business

Sales Playbook for a Financial Planning Business

Table of Contents

I. Buyer Persona

Background:

Demographics:

Identifiers:

Goals:

Challenges:

Sales Playbook for a Financial Planning Business

What Can We Do:

Objections:

Marketing Message:

Elevator Pitch:

II. Initial Meeting Questions

1. What motivated you to start your financial planning business?

2. Could you elaborate on the existing insurance coverages you have?

3. How do you currently manage the professional liabilities and potential risks associated with financial planning?

4. What is your process for staying compliant with financial regulations?

5. Can you share any experiences of dealing with claims or legal challenges?

6. Are there new regulations or industry trends that concern you?

7. Do you have plans for scaling your business? If so, how does your current insurance strategy align?

8. Are you considering digital expansion, like mobile apps or online consulting?

9. What is your annual budget allocated for insurance premiums?

III. Setting the Pre-Close

IV. Delivering the Rules of Engagement

V. Risk Assessment

Company Profile:

Company Name:	
Business Structure (e.g., LLC, Corporation):	
Location(s) and Billing Address(es):	
FEIN:	
Website URL:	
Decision Maker's Name & Contact Info:	
Annual Sales Revenue:	
Annual Payroll:	
Total Assets Under Management (AUM):	
Key Employees or Managers:	

VII. Coverage Risk Assessment

Professional Liability:

1. Ever faced claims for investment advice?
2. Are employees certified and trained in compliance measures?

Cyber Liability:

1. How is sensitive client data stored and protected?
2. Ever experienced a cybersecurity breach?

General Liability:

1. What safety measures are in place for clients and employees on-site?
2. Are you familiar with past instances of lawsuits or liability claims?

Property Coverage:

1. Do you own or lease your office space?
2. What's the total value of physical assets, including computers, office furniture, etc.?

Employment Practices Liability:

1. Are there documented HR policies?
2. Ever faced an employment-related lawsuit?

Business Interruption:

1. Do you have a contingency plan for business operations in the case of unforeseen events?
2. What's the estimated loss if the business has to temporarily shut down?

Workers' Compensation:

1. What safety training do you provide to your employees?
2. Any history of workplace injuries?

Directors & Officers Insurance:

1. Are there governance-related risks?