

PG Wholesaling Clarifying Conversations Script Book

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- 1) REMEMBER – WE ARE NOT TRYING TO TURN A NO INTO A YES – WE ARE TRYING TO GET THE TRUTH – IN THAT SPIRIT, THESE SCRIPTS MAKE SENSE
- 2) SCRIPTS MAKE MORE SENSE IF YOU’VE WATCHED THE TRAINING ON CLARIFYING CONVERSATIONS
- 3) I TRIED TO PUT THESE IN ORDER OF GENERAL FLOW, BUT EVERY MEETING ISN’T THE SAME SO OWN THE INDIVIDUAL SCRIPTS AND ADJUST AND USE WHERE NEEDED.

Clarifying Questions (how a clarifying conversation starts)

Good Relationship – Little Business

- 1) I have known you for ____ years and personally speaking I couldn’t be happier, (elaborate and edify)...I wish I had a 100 advisors like you. Professionally speaking, whereas I appreciate the ____ you did with me last year, I can’t help but feel I’m not a relevant part of your business. What are your thoughts on getting our professional relationship on par with our personal one?

- 2) As far as our personal relationship, I couldn't be happier (elaborate and edify). But I can't help wonder.... Is there something more I need to be doing on my end to get our professional relationship on par with our personal one?

- 3) As you may know, these days my company knows who I meet with, when I meet with them and what business comes from it...and of course I have to be able to justify it. So I can't help wonder... Is something more I need to be doing on my end to earn more business where appropriate?

- 4) I have so much more to bring to you and your business. What are your thoughts on us taking our business partnership to the next level?

Some version of "What do you mean?" after above questions

I'm just trying to understand if there's anything more I need to be doing on my end to earn more of your business, where appropriate?

- *They don't know how much they did*
- *They don't know what a lot is*
- *They will usually tell you to just keep doing what you are doing*

Everything is Fine, Keep doing what you're doing etc. – But they still don't write

I'm glad to hear that, so I have to wonder at this point, and please be honest – are you just not comfortable with the current products?

Morality Soapbox Response (they only do what's in best interest of clients)

John, If I thought you didn't act in the best interest of your clients we wouldn't be having this conversation...I am only referring to where my products are appropriate?

Interesting, I like it, this is good, send me info, etc.

1) I am glad you like the idea of____, So to help me understand how to proceed, what is your process and timeline to execute on a strategy like this (or to onboard a fund like this)

- *Most won't have answer, but diatribe will tell you what need to know*

2) It sounds like you like _____...so. I know how to help you best, do you see yourself (insert next step, deciding, using, sharing etc.) over the next few days or is it something that is just going on the to-do list and when you get to it, you get to it?

3) Is this a sooner thing or later thing?

Run an Analysis

I'm happy to run the analysis, but let me ask, what will you be looking for, what is it that you hope to see?

Post response to above: ...and if the analysis shows it's a more compelling solution, it is likely you'll move forward?

Don't paint yourself into a corner "if it shows it is better in this or that"

Hemming and Hawing about Taking the Next Step After Your Clarifying Question (Aka the "off your plate" approach)

It sounds like you have a lot going on over the next month, so why don't we do this. Take (whatever next step is) off your to-do list, don't even worry about it...instead let's setup a short call for a month out for the express purpose of refreshing your understanding and discussing next steps.

Post VAR Clarifying Conversation

After they comment or it's obvious you brought value:

I'm glad you see the value and I look forward to continuing to help. As you can see I'm trying to become a relevant part of your productivity. And my ask, where appropriate, is to become a relevant part of your production. How does that sound to you?

Alternate Last Sentence:

So, if I execute on my end... do you feel there's room to grow with product?

What do you mean? Repeat and elaborate

Getting to a number? Ask how much they anticipate doing this year and suggest a relevant number (or ask them)

The "New Normal" Conversation

So I can understand how you distribute business.... And you don't have to give me any names...

In a utopian world, how much are you adding to the top 2 fund families each year? (Or annuity providers)

Don't get caught up in the math – just lead them to a ballpark number even if you say it "Is X million a year a fair ballpark"

After they answer..

WOW, they must have amazing products or their wholesaler is knocking it out of the park!

So let me ask, is there anything more I need to be doing on my end so I can compete for the 2nd or 3rd spot?

We Don't Use Those Products - We're Not Looking at That Area – etc.

I'd never tell you to change what you're doing – especially if it's working. So let's not focus on where we can't do business, but rather discuss where we can.

3 Ways a Meeting Should End (end of clarifying conversation)

1) Positioning Follow-Up as Service

I'm glad you're planning to (next step)..

I also know the minute I leave; your business starts again and this is the last thing on your mind - So I consider it MY JOB to keep this top of mind...

So if I don't hear back, I'll probably reach out to you 3-4 times over the next couple of weeks to keep it in front of you..

Sound like a plan?

2) Get a short-term meeting

I know when I leave here, you're not getting any less busy,

So, why don't we do this,

Let's put a short call on the books for a week from this Thursday for the specific purpose of _____ (review fact sheet, go through analysis, review hypo etc.).

Does that work?

And if for some reason you're not able to _____ we'll do it together on the call.

Option 2 For Short Term Meeting

Perfect, so why don't we do this..

Let's set up a follow up call 2-3 weeks from now. By then you'll have had a chance to review what I sent and we'll already have time on the calendar to address any questions or requests for additional analysis.

And if for some reason you're not able to _____ by then we'll do it together on the call.

3) Disqualify/Requalify

Mary, I feel like I missed the mark on this one.

So rather than taking a shot in the dark, or throwing spaghetti against the wall to see what sticks, what are your thoughts on me obtaining a copy of your matrix?

I'll put some qualified eyes on it and come back to you with one or two relevant ideas we can make a case for. Then you can decide if you want to make any moves.

No – It's Proprietary: I understand, then maybe you can highlight one or two areas that are ripe for review or funds that are on the watchlist.

Yes – Great, before I take this back, are there any locked-up areas you don't want me to look at?

Disqualify during the 1st Meeting

It seems the way you currently run your business, there may not be a good mutual fit for us right now... would you agree?

So why don't we do this.. we know things tend to change in our industry, therefore, let's agree to keep the lines of communication open and reconnect later on down the road.

In the meantime, if for any reason you happen to be in need of (PRODUCT), please keep me top of mind.

Sound good to you?

Referral after you've provide value (VAR or Product)

Because it's about the VAR and Product, not you personally, AND this is the "hero" referral strategy - this is effective even in a first meeting when you don't have a relationship – as long as you ask when they are appreciate of what you just discussed.

I'm happy you see value in _____ (VAR or Product).

Let me ask, are there any advisors who think like you and would be glad you sent me their way to show them _____(VAR or Product)

If they give you a name – don't count on them to do anything – remove friction

With that name you gave me, here's exactly what I'm going to do.

I'm going to send her an email with your name in the subject line and the email is going to be this (tell them below)... does that work?

Subject Line: Info via Jane Smith

Mary

I recently met with Jane Smith and she suggested you'd be interested in what I have to offer.

Might you be open to a quick chat?