



Systems Checklist

Prospect Initial Contact Checklist

You will use this system once initial contact with a Prospect has occurred.

PROSPECT NAME: _____ DATE STARTED: _____

REP NAME: _____

1. Enter Prospect's contact information in CRM system. N/A
(Person Responsible)
2. Link Referral and Client contact records. N/A
(Person Responsible)
3. Assemble contents of Prospect Packet. N/A
(Person Responsible)
4. Print Prospect Packet Cover Letter. N/A
(Person Responsible)
5. Personalize handwritten note to accompany Prospect Packet. N/A
(Person Responsible)
6. Mail packet within 48 hours of inquiry. N/A
(Person Responsible)
7. Create entry in Prospect's CRM system record when packet was mailed. N/A
(Person Responsible)
8. Track change in Prospect to New Client Process in CRM system. N/A
(Person Responsible)



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9. ___ Schedule follow-up call on Advisor's calendar 10 days out. ___ N/A
(Person Responsible)
10. ___ Schedule reminder on calendar to follow-up with Advisor on progress 14 days out. ___ N/A
(Person Responsible)
11. ___ Send Thank You to Client who provided Referral. ___ N/A
(Person Responsible)
12. ___ Advisor calls Prospect to determine intent to return profile. ___ N/A
(Person Responsible)
13. ___ Follow-up with Advisor on progress made. ___ N/A
(Person Responsible)
14. ___ Schedule call for Advisor to follow-up with Prospect again in 10 days, if needed. ___ N/A
(Person Responsible)
15. ___ Follow-up with Advisor on progress on 2nd attempt, if needed. ___ N/A
(Person Responsible)
16. ___ Track change in Prospect to New Client Process in CRM system. ___ N/A
(Person Responsible)
17. ___ Change status if Prospect won't be returning profile. ___ N/A
(Person Responsible)