

A photograph of two women sitting at a table in a meeting. The woman on the right is smiling and looking towards the woman on the left. They are both dressed in professional attire. The background is a bright, modern office setting.

From Prospect to Client: A Client Acquisition Workflow for Financial Advisors

Establishing a financial planning client acquisition workflow will help you stay organized, manage your time effectively, and provide a consistent service experience. Start with this workflow today and customize it over time.



Step 1: Reach Your Prospects Where They Are

Acquiring new clients starts with [identifying and pursuing prospects](#) with a digital marketing strategy.

TIPS

- Develop [buyer personas](#) for your “ideal client.”
- Identify the [best marketing channels](#) for each persona.
- Drive prospects to your website to learn about your services or request a meeting.

TIPS

- Create a lead capture form on your website where prospects can request information or an initial meeting.
- Ask for basic personal details and context on their goals or motivations for financial planning.



Step 2: Gather Information with a Lead Capture Form

Once prospects reach your website, gather their personal details and start a conversation.



Step 3: Hold a Prospect Discovery Meeting

A [prospect discovery meeting](#) will help you get to know your prospective clients, gain a better understanding of their needs, and determine if they're a good fit for your services.

TIPS

- Review your prospect's basic information in advance so you can tailor your conversation.
- [Ask open-ended questions](#) to facilitate a meaningful dialogue.
- Practice [active listening techniques](#): Give your full attention, communicate with your body language, and listen before responding or asking questions.

TIPS

- Remember: How you will work with a Gen Y/Z client may differ from how you will work with a client approaching retirement.
- Fit is important. If a prospect's needs don't align with your services, don't be afraid to say no.



Step 4: Set Expectations for the Future

End your discovery meeting with a clear path forward for both you and your prospective client. Set expectations for the client-advisor relationship and discuss your onboarding process.



Step 5: Onboard Your New Client

Now that you've acquired a new client, it's time to onboard them.

TIPS

- Use the information you gathered during the client acquisition process to tailor your onboarding experience.
- [Digitize your onboarding process](#) to make it more efficient and keep your clients engaged from the start.

TIPS

- Refine your marketing efforts, optimize your website to improve lead quality, and establish a [repeatable sales process](#) for your firm.



Step 6: Evolve Your Process Over Time

After establishing a simple client acquisition workflow, it's important to continue evolving your processes over time to increase the number of prospects that convert to clients.