**A logo for a company

Description automatically generatedStructure for COI Feedback and Relationship Building**

The following scripts are example interactions between an advisor and a COI for different kinds of relationships. While the objective of each interaction is similar, there are slight differences to the interaction and engagement based on the depth of the relationship.

**Current Effective or Moderately Effective COI Relationships**

**Objective**: This approach is designed for the current COI relationships that are longer standing and for the most part, effective. These are the COIs who have been active in referring their clients to you as an advisor and with whom you collaborate frequently. The objective is to establish a practice of “taking the temperature” of the relationship and the value being delivered to mutual clients as well as getting input into improving the relationship and bringing more value for future collaboration.

**Invite via Phone Call**

Hi Jonathan, it’s Dan Allison. I hope things are going well for you. I wanted to see if you would be open to getting together but I wanted to reach out first to explain what I hope to accomplish to see if you agree it would be a good use of time. Do you have a minute?

Great! We have done some great work together in collaborating to help our mutual clients and my hope is that we continue to do so. I wanted to see if you had an interest in getting together once a year to assess our relationship and talk through some things. First, I would really like to make sure that I am always up to speed on the resources and services that you and your firm have available to our clients and I think it would be helpful for me to update you on some of the resources that we have available. I also wanted to get some of your feedback about the experience you and your clients have when we work together to learn the things we are doing well and some of the things we might do better. Let me know if you can meet week of X as I think it will help us both be better at collaborating and serving our mutual clients.

**Meeting Structure**

It’s good to see you, Jonathan. As I said over the phone, I wanted to block some time each year to focus some time on updates for each of our respective firms to make sure we are both always up to date on the various resources and services available to our clients. As your firm and ours continue to evolve and become more valuable to clients I thought it made sense for us to both always be current on what’s available.

Secondly, I would love to get some feedback from you about our relationship and how we collaborate together to learn the things you think we are doing well and to learn some of the things that we can improve to make the relationship more valuable for both you and your clients. I am happy to also share some feedback on my end if that would be helpful.

1. For starters, can you give me an update on the current services and resources your firm is focused on and excited about? What are some of the challenges you are finding clients have that you are providing unique solutions around?
2. When you think about your ideal clients, what are the characteristics of the kind of prospective clients you want to work with and feel you bring the most value to?
3. When you have made introductions to us in the past, you are showing a lot of trust in me and my team. Can you talk to me about what you look for in a client’s current situation that leads you to think we might bring some value to the client?
4. When you do decide to recommend that we meet with a client, you obviously have to think about the clients experience and expectations as you don’t want them to have a poor experience. When you do make the decision to refer, what do you think the biggest risk is in doing so? Are there things that make you cautious in referring?
5. How can we improve what we do to bring more value to you and your team?
6. Is there any education that you think we could bring to you and your team that would be helpful in the way that you help your clients? Are there any areas that you are curious about that we might be able to provide some information about?
7. When you consider the clients you have had us help in the past, what makes you confident in referring them and what do you feel is the most valuable thing that we do?

I appreciate the input. It helps me understand the resources available to our clients and it helps me better understand who the best referrals would be to access your help. Let me spend a few minutes just providing you an update on the same areas of our business:

**COVER OUR SERVICES DOCUMENT**

**COVER IDEAL CLIENT PROFILE**

(If the feedback is overwhelmingly positive, it is perfectly appropriate to ask: Do you currently have any clients or prospects that you feel we may be able to provide any guidance to?

Thanks for the updates and for the feedback. It was helpful for me as I continue to assess which clients need your guidance and which resources we should be tapping into more often. Do you think it’s a good idea to have these kinds of conversations periodically?