



WHOLESALE MASTERMIND\$

where the best get better

Great Advisor Interview Questions

1. How long have you been in financial services sales (been a broker, been an agent)?
2. What licenses do you hold?
3. Where did you go to school?
4. Tell me about your staff.
5. What does each team member do?
6. What's your money management process?
7. How are product decisions made?
8. Are there specific models that you follow?
9. Do you use formal product screening processes?
10. What is your asset allocation model today?
11. How will that change over the next three years?
12. Do you do full financial plans for all clients? If not, is there a threshold?
13. What programs do you use to generate the financial plan?
14. Can I get a copy of your client fact finder?
15. How do you engage the client's attorney?
16. How do you engage the client's CPA?
17. How many attorneys and CPAs do you partner with?
18. Tell me about your client ranking process. Do you use: revenues, households, dollars over or under certain thresholds, A-B-C-D ranking?
19. What are your total assets under management?
20. What's your average account size?
21. How many clients do you have in total?
22. When was the last time you pruned your book?
23. Explain to me what you did to grow revenue in 2009.
24. What's your number one way to acquire new accounts?
25. How successful are you obtaining client referrals?
26. What percentage of your book has been generated from client referral?
27. What was the last program, class or presentation you attended for professional development?

28. How successful do you feel you are managing your team? Where could you use assistance?
29. What wholesalers provide you the most support and/or value? Why?
30. What was your product mix last year?
31. How will that change in the year ahead?
32. How are you reaching out to the next generation of your clients (i.e. children, grandchildren)?
33. Why do clients like doing business with you?
34. Explain to me your client value proposition.
35. Tell me about your client communication strategy (i.e. frequency, communication channels)?
36. May I have a copy of your latest client communication (newsletter, blast email, etc.)?
37. Who's your toughest competitor? Why?
38. Is there a new product or asset class that you're exploring for your client portfolios?
39. Do you work with business assets?
40. Do you work with company retirement plans?
41. Tell me about the product mix of your book (funds, annuities, ETFs, insurance).
42. Who is/was your mentor in business?
43. What was the greatest lesson you learned from them?
44. Tell me about your family.
45. If you could change one thing about you practice this year what would it be?
46. What's the hardest part of your job?
47. What do you like the most about being a financial advisor?
48. How do you decompress from the demands of the job?
49. How did you fare in 2008?
50. What would you have done differently during the meltdown?
51. Can you share your five year targets for your practice (revenue, assets, income, staff size)?
52. What accreditations do you have?
53. What local business, social or charity organizations do you belong to?

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