Wholesaler Masterminds®
WHERE GOOD WHOLESALERS BECOME GREAT WHOLESALERS

Great Advisor Interview Questions

- How long have you been in financial services sales (broker, agent, RIA, etc.)?
- What licenses do you hold?
- Where did you go to school?
- Tell me about your staff.
- What does each team member do?
- What's your money management process?
- How are product decisions made?
- Are there specific models that you follow?
- Do you use formal product screening processes?
- What is your asset allocation model today?
- How will that change over the next three years?
- Do you do full financial plans for all clients? If not, is there a threshold?
- What programs do you use to generate the financial plan?
- Can I get a copy of your client fact finder?
- How do you engage the client's attorney?
- How do engage the client's CPA?
- How many attorneys and CPAs do you partner with?
- Tell me about your client ranking process. Do you use: revenues, households, dollars over or under certain thresholds, A-B-C-D ranking?
- What are your total assets under management?
- What's your average account size?
- How many clients do you have in total?
- When was the last time you pruned your book?
- Explain to me what you did to grow revenue last year.
- How successful are you at obtaining client referrals?

- **What percentage of your book has been generated from client referral?**
- **What was the last program, class or presentation you attended for professional development?**
- **How successful do you feel you are managing your team? Where could you use assistance?**
- **What wholesalers provide you the most support and/or value? Why?**
- **What was your product mix last year?**
- **How will that change in the year ahead?**
- **How are you reaching out to the next generation of your clients (i.e. children, grandchildren)?**
- **Why do clients like doing business with you?**
- **Explain to me your PVP – Peerless Value Proposition™.**
- **Tell me about your client communication strategy (i.e. frequency, communication channels)?**
- **May I have a copy of your latest client communication (newsletter, blast email, etc.)?**
- **Who's your toughest competitor? Why?**
- **Is there a new product or asset class that you're exploring for your client portfolios?**
- **Do you work with business assets?**
- **Do you work with company retirement plans?**
- **Tell me about the product mix of your book (funds, annuities, ETFs, insurance).**
- **Who is/was your mentor in business?**
- **What was the greatest lesson you learned from them?**
- **Tell me about your family.**
- **If you could change one thing about you practice this year what would it be?**
- **What's the hardest part of your job?**
- **What do you like the most about being a financial advisor?**
- **How do you decompress from the demands of the job?**
- **How did you fare in 2008-2009?**
- **What would you have done differently during the meltdown?**
- **What was your greatest lesson from the Great Recession?**
- **Can you share your five year targets for your practice (revenue, assets, income, staff size)?**
- **What accreditations do you have?**

- What local business, social or charity organizations do you belong to?
- What keeps you up at night?
- What is the biggest impediment to taking your production to the next level?
- Can you share with me your formal marketing plan?
- Have you ever engaged the services of a coach? If so, what areas of focus were most successful for you?
- What are your favorite business publications to read?
- Tell me the name of the last book you read.
- What's your favorite travel destination?
- What are your thoughts on our industry looking out 5 years?
- What's been the most successful client acquisition strategy you have used?
- Have you ever used virtual assistance (elance, guru, Hire My Mom)?
- What conferences do you normally attend for continuing education/peer interaction?
- Have you ever belonged to an advisor mastermind group?
- How has technology assisted your business?
- Where do you need help with technology?
- Do you use RSS (i.e. Google Reader) to stay abreast of your clients, prospects and news?
- What CRM do you use?
- What your favorite part of being a financial advisor?
- Where do you feel that you/your team really excel versus the competition?
- How do you describe your practice to new prospects, aka what's your elevator speech?
- What are most important criteria to you when considering a new product provider/wholesaler relationship?
- How can I best assist you in meeting your goals?
- How do you engage in new media/social media – including blogging, LinkedIn, Facebook, Twitter?
- To date, what's the #1 lesson you've learned in our business?

Explore a Wholesaler Masterminds Coaching opportunity today! Visit the Wholesaler Masterminds Business Builders page for more wholesaler practice management assistance.