

## Interactive Discovery Process

This process involves asking a series of questions and actively listening for clues as to what is important to your prospect or client. This step in the sales process is to help you understand and analyze needs so you can build a personalized solution.

**Benefit to you:** Working together helps ensure that they are in agreement with the recommendations and are willing to be a part of the solution process.

Your questions should identify facts, expose issues and uncover consequences

Tips to guide your Discovery conversation:	Some great questions!
<ul style="list-style-type: none"> <li>• Ask questions, then listen...a lot! (Do not offer a product solution at this point)</li> <li>• Use stats or common recommendations when discussing “how much”, “how long”, “how do” questions. Check out <a href="http://myinsuranceview.ca">myinsuranceview.ca</a></li> </ul> <p>Example: How much income do I need to replace and for how long? Is mortgage insurance enough?</p> <ul style="list-style-type: none"> <li>• Check in and confirm understanding – “What questions do you have?”</li> <li>• Use stories to explain HOW products help and WHY that’s important.               <ul style="list-style-type: none"> <li>✓ Summarize your understanding and why it’s important</li> <li>✓ Discuss potential opportunities</li> <li>✓ Engage their commitment</li> </ul> </li> </ul>	<p>How do you feel about your current financial plan?</p> <p>Most of my clients have these concerns... how do you feel about that?</p> <p>What have you been happy with or proud of in your planning so far?</p> <p>How did your parents influence your financial decisions?</p> <p>What would happen to your family if you couldn’t work or even worse, weren’t here?</p> <p>Where would the money come from to pay your mortgage?</p> <p>If you weren’t here, who would pay the bills?</p> <p>If you were given \$1 million right now what would you do with it?</p> <p>If I gave you that same \$1 million, and you could never work again, what would you do?</p>

### Additional questions

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Utilize the Interactive Discovery Goals checklist below to ensure you are focusing on what's important to your client. This can be used as part of your Fact Finding interview and as an update document for future meetings.

“Let's take this opportunity to focus on what's important to you...”

### **My current goals**

- Pay down debt
- Increase savings
- Generate income
- Finance significant purchase
- Set up a financial plan

### **My family and health goals**

- Reduce hardship in the event of death
- Reduce hardship in the event of a critical illness
- Provide assistance for children's education
- Assist children
- Assist parents
- Ensure accessibility to medical treatment
- Improve my/family members' current health
- Protect against unforeseen health or dental expenses
- Educate family on money matters

### **My work/business goals**

- Protect ability to generate income
- Protect assets from creditors
- Change careers/job
- Start/buy/sell a business
- Provide for business succession

### **My tax situation/goals**

- Pay less tax
- Choose tax efficient money solutions

### **My future goals**

- Finance retirement lifestyle
- Determine income required in retirement
- Maintain independence through retirement
- Understand/create pension income

### **My home and property goals**

- Pay down mortgage faster
- Purchase a home
- Purchase a vacation/income property
- Renovate home
- Protect home/property
- Refinance mortgage

### **My money concerns**

- Choose better solutions/products
- Increase portfolio return
- Reduce market ups and downs
- Simplify/consolidate accounts
- Improve understanding of money issues/markets
- Determine appropriate risk for my needs

### **My legacy goals**

- Update wills and powers of attorney
- Pass on assets with less tax
- Donate to charities of importance
- Pass assets to heirs
- Discuss estate with family members