Practice Development Series

Module 4: Engagement / Activity 2 – Consumer Interview Guide

Aligned with the PFA™ Designation Program

Instructions: Complete the following consumer interview guide to better prepare for questions from prospective clients. Add some of your own questions that prospective clients and clients have asked you that you want to be better prepared to answer. You may want to update your responses as your business evolves.

Questions:

Tell me a little about you:

1. Do you have any specialized education or designations related to your practice?
2. What do you do to keep your knowledge up-to-date?
3. Do you belong to any professional associations and if so, which ones?

Tell me about your practice:

1. How long have you been practicing?
2. Do you have many clients with similar financial needs to mine?
3. Would it be possible for me to speak with some of your clients?

If I decide that you're the right financial advisor for me:

1. How will we be working together, and will you be involving anyone else in the process?
2. How will I pay you?
3. If something goes wrong, such as an error on your part, do you have sufficient liability insurance to cover things like that?
4. What makes you different from my current advisor?

List other questions clients may ask about you or your practice.

1.
2.
3.

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