



99 Discovery Questions™



GET CLEAR. GET FOCUSED. GET RESULTS.™

Name:

Date:

About ClientWise LLC



ClientWise is the premier business and executive coaching firm working exclusively with financial professionals. We specialize in helping clients optimize growth and maximize revenue by acting as a knowledgeable partner in accomplishing specific and significant business results. Our full-service coaching program empowers financial advisors, wholesalers, managers and executives to enhance performance through customized, action-oriented solutions based on each client's specific vision and situation. Our certified coaches are members of the International Coach Federation (ICF). They adhere to ICF's strict code of ethics and have the experience and insight to work with you on the unique challenges and opportunities you face each day.

Drawing from an in-depth knowledge of the financial industry, ClientWise's mission is to professionally develop industry leaders and consistently raise the bar for industry service, commitment and integrity. Simply put, our singular focus is to help you get **clear**, get **focused**, and get **results**.

Get **Clear**. Get **Focused**. Get **Results**.™

99 Discovery Questions

Notes:

General Questions

1. What are your personal investment objectives?
2. What is important to you financially?
3. Do you and your spouse (partner) agree on these objectives?
4. Have you put your investment objectives in writing?
5. What is your biggest concern?
6. As you think about your legacy, how do you envision using your money to make that legacy a reality?
7. As you look at your life, what brings you meaning, and would an improvement in your financial situation lead to an even more meaningful life?
8. How would you describe your philosophy toward money?
9. What does money mean to you?
10. When you think about your entire financial picture: investments, insurance, real estate, retirement plan...where are the gaps?

Portfolio

11. What is your asset allocation strategy?
12. What is your "sell" discipline?
13. Do you consider your portfolio adequately diversified?
14. What is the strategy behind your focus on [Industry? Sector? Country?]
15. When was the last time you had your portfolio reviewed?
16. How important is it for you to reduce your taxes?

For Business Owners

17. How did you get your start in your business?
18. What do you enjoy most about your profession?
19. What separates your company from the competition?
20. What advice would you give someone just starting in this field?
21. What one thing would you do with your business if you knew you couldn't fail?
22. What significant changes have you seen take place in your profession through the years? What do you see as the coming trends in this field?
23. What was the strangest or funniest incident you've experienced in your business?

Notes:

24. What ways have you found to be the most effective when promoting your business?
25. How would you like people to describe how you do business?
26. What can I do to know if somebody I'm talking to would be a possible client to you?
27. The one key question that will set you apart from everyone else: How can I know if someone I'm talking to would be a good prospect for you?
28. Does it concern you that you do not have a company plan?
29. In the best of all possible worlds, what do you think you could do with your business?
30. Does it concern you that if anything happens to you, your spouse will not want to run the business?
31. What concerns you most about making sure your family is taken care of in case of an emergency?
32. How would your spouse be affected financially if something were to happen to you today?
33. What are the implications for a secure retirement if you continue not to contribute to your company plan?
34. What are the possible consequences of taking too much risk in your portfolio if we have another bear market?
35. How would having a detailed retirement plan benefit you most?
36. Would it be useful to know how your future budget will be affected if you wait five more years before putting money away for your son's college education?
37. How important is it to you to know that your kids will be financially taken care of if anything should happen to you?

Risk

38. What does risk mean to you?
39. Can you rate your risk tolerance on a scale of 1-10?
40. What was your biggest financial loss? How did you deal with it?
41. Have you, or anyone in your family, ever had a significant financial reversal?
 - a. Bankruptcy? Loss of job? Significant reduction in income or net worth?
 - b. What prompted the setback?
 - c. Whose fault was it?
 - d. How did it affect you?

Retirement

42. How much longer do you plan on working? When would you like to retire?
43. Do you know what your income needs will be in today's dollars?
44. Do you know how much you will need to set aside, and what rate of return you will need to build a retirement nest egg?
45. How do you view retirement?
46. What activities do you currently enjoy?
47. What new activities do you want to try?

Notes:

48. Will the activities you select require learning new skills, investing in yourself, or taking some classes?
49. Are there any financial implications?
50. What will you do to maintain good health in retirement?
51. Do you belong to any professional groups or associations, and do you plan to continue with these after you retire?
52. Have you thought about keeping up your professional skills in case you decide to go back to work?
53. Are there any new groups you would like to join when you retire?
54. Do you have any adventures planned for your retirement years?
55. Have you thought about any great travel destinations?
56. Are there any things that you always said you would do if only you had the time?
57. Do you have a hobby or interest in which you'd like to get more involved?
58. Have you considered going back to school to take a course that could lead to a new career?
59. Do you know anyone who is doing something you would like to do? Have you asked them how they got started?

Estate

60. How big is your estate?
61. What assets pass outside the will, and therefore are outside probate?
62. Who should be the executor?
63. Are minor or disabled children among the heirs?
64. Where there are trusts, who should be named as trustees?
65. Should lifetime and testamentary gifts be made to reduce the taxable estate?
66. Are there special issues to address for this client?
67. What if you became disabled? Have you prepared for this?
68. Are advance directives in place?
69. Have you spoken with your family about your estate plans?

Goals/Fears

70. What keeps you up at night?
71. What's holding you back from reaching your financial goals?
72. If there were no restrictions on you, what financial difficulties would you erase? Can you tell me why you say that?
73. What does success look like for your business, for you personally, and for your family?
74. If you could overcome these challenges, what would happen to your company or family's financial situation?
75. If you were to make this happen, what would it mean to your career?

Notes:

76. How would implementing these changes affect your ability to achieve the goals you've set for your retirement/your children's education/your family's future?
77. How do you think your life would change if you knew you were going to meet your goal of [insert goal here]?
78. If you don't solve [insert the particular challenge here], what kind of difficulties will you face going forward?
79. What do you want your investments to do for you?
80. How confident are you that you'll be able to retire with no reduction in your standard of living?
81. What's the average return on all of your investments?
82. Of all your investments, which one, if you had to choose, are you most concerned with?
83. What do you feel is your most important financial need? Have you set aside specific funds to address that need?
84. If I could show you how to maximize the return you are currently getting and help to minimize risk, would you be interested?
85. Do you have a written plan designed to meet your financial goals?
86. If you were the advisor, and I was the client... what questions would you ask me?
87. What is important about money?
88. What would have to happen for you to feel you were accomplishing_____?
89. What are the biggest financial challenges people like you face today?
90. What has to happen for you to feel that our relationship is working for you?
91. Would you feel comfortable sharing with me some of your hopes and dreams for the future?
92. If your parents are alive, are you concerned about their financial health?
93. How might your parents' aging or illness affect your life and financial plans?

Money

94. In a dollar amount, how much money would you like to have? When?
95. Is there anything in your life experience, your relationships, your hopes, dreams, or fears that might affect your thoughts about money and investing?
96. When you visualize your financial future, does anything concern or scare you?
97. What are you hoping your money will accomplish for you? How long have you been thinking about this particular goal?
98. In what ways do you and your spouse (partner) feel differently about money?
99. How do you handle (speak about) money with your children?

Notes:

Please List Your Most Effective Questions

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About ClientWise

ClientWise is the premier business and executive coaching firm working exclusively with financial professionals. Through the growth of individuals at all production levels, our mission is to develop leaders who raise the industry standards of professionalism, service, commitment and integrity. Financial professionals become resourceful problem solvers, more adept practice managers, and better business owners through the ClientWise coaching process. In turn, they bring these sustainable skills to benefit their clients, their businesses, their institutions, and ultimately the industry overall.

As members of the International Coach Federation (ICF), our coaches adhere to a strict code of ethics and are provided with unique experiences that allow them access to the challenges and opportunities faced by financial professionals on a daily basis. Each coaching program is distinctively tailored to match the professionals' objectives, through services ranging from individual and team coaching, workshop facilitation, team facilitation, and coaching skills training.

This coaching process is coupled with our original ClientWise practice management content, which is developed from in-depth research by industry experts in both coaching and financial services. These proprietary tools and databases, including The ClientWise Benchmark Assessment Report™ and The ClientWise Coach Insights Database™, contain best practices from leading professionals and access to the most significant financial trends and influences worldwide.

Our ability to provide sound industry knowledge through the powerful lens of a coaching partnership is unmatched, and this combination solidifies the ClientWise advantage.

Our Philosophy

The Coaching Partnership

The coaching relationship, unlike that of consulting or advising, is a partnership formed between the financial professional and the coach. The relationship between the two evolves as the professional's business evolves, and as the financial services industry in which it resides evolves. Throughout this partnership, financial professionals work through their initial goals so that they can later attain successively larger goals independently, having achieved the intellectual and emotional mechanisms to self-coach and self-guide through their coaching program.

While each coaching program is defined by a specific timeframe, the relationship between coach and professional, and the tools and mechanisms provided by it are not. We encourage financial professionals to take advantage of the lasting relationship with their coaches by continuing to model the journey learning initiated by their partnership.

As our overarching mission is to generate consistent industry improvement through the growth of individual professionals, we continually tap into our resources to generate the best practice management tools and content with which to fuel that improvement. When the financial services industry shifts and changes the environment, we have clarity around how to evolve with it. Our proprietary content and coaching tune up programs allow financial professionals the ability to evolve alongside ClientWise throughout the life of their businesses, providing even more opportunities for success moving forward.

The Axis of Coaching & Content

Content alone, delivered en masse, will not help financial professionals achieve the level of success they desire. Nor will content alone increase the productivity of a given firm or the financial services industry on the whole. Proof of this lies in a marketplace laden with content that is accessible to all financial professionals, the majority of whom continually fall short of their goals.

Instead, it is the unique axis at which great content meets a powerful coaching partnership that success is achieved. And it is from here that our founder, Ray Sclafani, launched ClientWise. Ray's understanding of advisor behavior, especially as related to the acquisition programs he created at Alliance Bernstein, motivated him to launch ClientWise in 2006, and develop the distinctive relationship between coaching and content that is now a ClientWise signature.

Our clients' success stories continue to prove that strong content supported by our scalable ClientWise coaching programs achieves far better and more sustainable business results than content alone.

Get Started

Learn more about The ClientWise Coaching Partnership and begin to create sustainable business results.

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ClientWise Coaching and Consulting Services

- ▶ Executive Coaching
- ▶ Research Services
- ▶ Curriculum Design and Program Development
- ▶ Presentation Delivery and Workshop Facilitation
- ▶ Professional Development and Coaching Services

ClientWise Financial Services Clients

- ▶ Industry Executives
- ▶ Wealth Advisors
- ▶ Financial Advisors
- ▶ Broker Dealer & Registered Investment Advisors
- ▶ Asset-Management and Insurance Companies

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