

# Sample Workflows

Workflows are designed to be a detailed, orderly road map for you and your office to follow. Within Workflows you can create main **STEPS** and within those **STEPS**, you can create **TASKS**. Workflows are very similar to an old-school road map. Maybe you have a beginning and a destination, but you also have five or six stops marked out along the way.

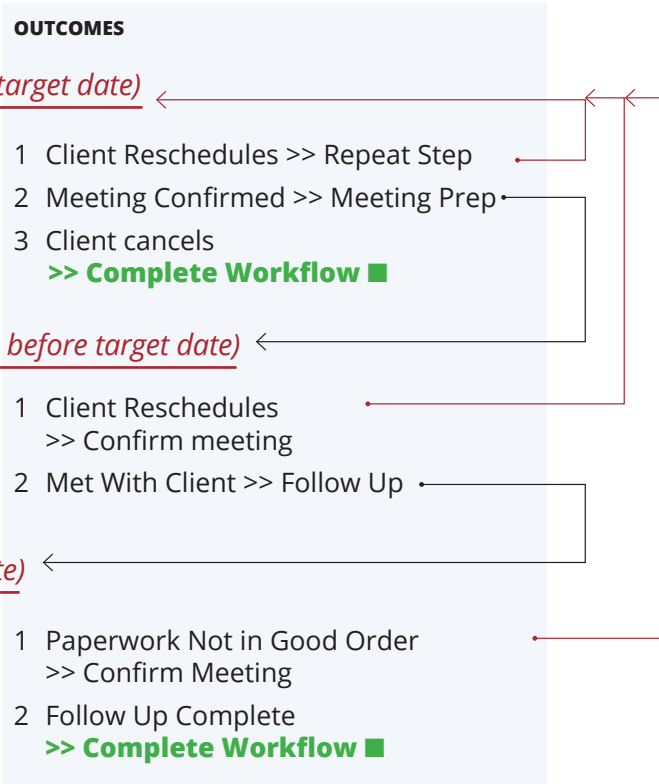
**Steps** are intended to be the stops along your road map. These are what allow us to progress further and further along the process, moving from one to the next based on what happens. They are connected by **OUTCOMES**, allowing us to choose what direction we need to take, based on the result of the Step. Steps are intended to be high level, giving you a look at the overall stage you're in.

**Tasks** are the details, or individual to-do items of our Step. Look at it this way. If we were on a road trip, and our Step was to stop at the Grand Canyon, our Tasks would then be to Take Pictures, Stop at the Gift Shop and Walk the Rim. They are the specific duties of those in our office to carry out.

**Outcomes** are the direction your Workflow can and will take as you move through the process. Outcomes are not required, but they are heavily recommended to give you a structure and path and to allow you to add **STEP NOTES** to your Workflow.

## Onboarding Workflow

Steps	Tasks	OUTCOMES
<b>1</b>	<b>CONFIRM MEETING</b> <i>(1 Day before target date)</i>	
	1 Confirm Meeting with Client	1 Client Reschedules >> Repeat Step 2 Meeting Confirmed >> Meeting Prep 3 Client cancels >> Complete Workflow ■
<b>2</b>	<b>MEETING PREP</b> <i>(Target Date/0 Days before target date)</i>	
	1 Prep Conference Room 2 Prep New Client Paperwork 3 Submit Paperwork	1 Client Reschedules >> Confirm meeting 2 Met With Client >> Follow Up
<b>3</b>	<b>FOLLOW UP</b> <i>(3 Days after target date)</i>	
	1 Confirm Paperwork 2 Input Client Details 3 Set Review Dates 4 Follow up with Client	1 Paperwork Not in Good Order >> Confirm Meeting 2 Follow Up Complete >> Complete Workflow ■



# Opportunity Workflow

Steps	Tasks	OUTCOMES
<b>1</b>	<b><u>CONFIRM NEW MONEY / GATHERING INFO</u></b> <i>(7 Days before target date)</i>	<ul style="list-style-type: none"> <li>1 Client Unavailable &gt;&gt; Repeat Step</li> <li>2 Meeting Confirmed &gt;&gt; Determine Suitability</li> <li>3 Closed Lost – New Money Not Available &gt;&gt; <b>Complete Workflow</b> ■</li> </ul>
<b>2</b>	<b><u>DETERMINE SUITABILITY</u></b> <i>(6 Days before target date)</i>	<ul style="list-style-type: none"> <li>1 Suitability Confirmed OK &gt;&gt; Needs Analysis</li> <li>2 Closed Lost – Opportunity Not Suitable &gt;&gt; <b>Complete Workflow</b> ■</li> </ul>
<b>3</b>	<b><u>NEEDS ANALYSIS</u></b> <i>(5 Days before target date)</i>	<ul style="list-style-type: none"> <li>1 Funds Can Be Successfully Allocated &gt;&gt; Plan Building</li> <li>2 Closed Lost – Funds Unsuccessfully Allocated &gt;&gt; <b>Complete Workflow</b> ■</li> </ul>
<b>4</b>	<b><u>PLAN BUILDING</u></b> <i>(4 Days before target date)</i>	<ul style="list-style-type: none"> <li>1 Plan Not Reviewed &gt;&gt; Repeat Step</li> <li>2 Plan Built and Reviewed &gt;&gt; Draft Proposal</li> </ul>
<b>5</b>	<b><u>DRAFT PROPOSAL</u></b> <i>(3 Days before target date)</i>	<ul style="list-style-type: none"> <li>1 Meeting Not Confirmed -&gt; Repeat Step</li> <li>2 Proposal Drafted. Meeting Confirmed. &gt;&gt; Presentation Meeting</li> </ul>
<b>6</b>	<b><u>PREP FOR MEETING</u></b>	<ul style="list-style-type: none"> <li>1 Meeting Prepped</li> </ul>
<b>7</b>	<b><u>PRESENTATION MEETING</u></b> <i>(Target Date/0 Days before target date)</i>	<ul style="list-style-type: none"> <li>1 Closed Won – Start New Paperwork Workflow &gt;&gt; <b>Complete Workflow</b> ■</li> <li>2 Closed Lost – Set Call for 30 Days Later &gt;&gt; <b>Complete Workflow</b> ■</li> </ul>

# Client Money/Withdraw Request Workflow

Steps	Tasks	OUTCOMES
<b>1</b>	<b>CLIENT REQUEST MONEY/WITHDRAWAL</b> <i>(3 Days before target date)</i>	
	1 Determine From Which Account to Process Request	1 Penalty or Fee Found >> Repeat Step 2 No Penalty or Fee >> Obtain Withdrawal Form(s) from Product Company
<b>2</b>	<b>OBTAIN WITHDRAWAL FORMS FROM PRODUCT COMPANY</b> <i>(1 Day before target date)</i>	
	1 Populate Form(s) 2 Review Form(s)	1 Forms Not in Good Order >> Repeat Step 2 Forms In Good Order >> Send Form(s) for Client Signature
<b>3</b>	<b>SEND FORM(S) TO CLIENT FOR SIGNATURE</b> <i>(Target/0 Days before target date)</i>	
	1 Determine Delivery Method 2 Send Out Form(s)	1 Forms Not Sent -> Repeat Step 2 Forms Sent -> Follow Up On Form(s)
<b>4</b>	<b>FOLLOW UP ON FORM(S)</b> <i>(3 Days after target date)</i>	
	1 Check to See if Form has been Returned 2 Call Client to Sign and Return Forms (If Needed)	1 Forms Not Yet Received >> Repeat Step 2 Forms Received >> Review Form(s) for Completion
<b>5</b>	<b>REVIEW FORM(S) FOR COMPLETION</b> <i>(4 Days after target date)</i>	
	1 Review Forms	1 Forms Not Complete >> #3 Send Form(s) For Client Signature 2 Forms Complete >> Submit Form(s) to Product Company
<b>6</b>	<b>SUBMIT FORM(S) TO PRODUCT COMPANY</b> <i>(5 Days after target date)</i>	
	1 Determine Delivery Method 2 Submit Forms	1 Forms Submitted
<b>7</b>	<b>CONFIRM RECEIPT WITH PRODUCT COMPANY</b> <i>(7 Days after target date)</i>	
	1 Confirm with product company	1 Form Receipt Not Confirmed >> #6 Submit Form(s) to Product Company 2 Receipt Confirmed with Product Company >> Confirm Receipt by Client
<b>8</b>	<b>CONFIRM RECEIPT BY CLIENT</b> <i>(11 Days after target date)</i>	
	1 Call Client to confirm they received withdrawal	1 No Receipt Confirmed >> Repeat Step 2 Receipt Confirmed by Client >> <b>Complete Workflow</b> ■

## Seminar Workflow

### Tasks

#### **1** CLIENT EVENT PROCESS

- 1 Put Together Guest List
- 2 Set Venue
- 3 Create Mail Merge Invite
- 4 Send Invites
- 5 Set Catering
- 6 Print Attendee List

## New Staff Member Workflow

### Tasks

#### **1** NEW STAFF MEMBER

- 1 Read Employee Handbook
- 2 Fill Out Insurance Forms
- 3 Get On Redtail HelpDesk
- 4 Watch "CRM Overview Demo"
- 5 Read "Redtail: A First Steps Guide"
- 6 Watch all "Getting Started" Tutorials

## Business Trip Workflow

### Tasks

#### **1** BUSINESS TRIP TO-DO

- 1 Check Dates
- 2 Book Flight
- 3 Book Hotel
- 4 Print Confirmations
- 5 Put Together Travel Folder

## Important Information Workflow

### Tasks

#### **1** GATHER THE FOLLOWING CONTACT INFO

- 1 - Contact Addresses
- 2 - Phone Numbers
- 3 - Email, Websites, Social Media
- 4 - D.O.B
- 5 - Tax ID / SS#
- 6 - Referral / Source Name
- 7 - Misc. Important Details

# Client Review Workflow

Steps	Tasks	OUTCOMES
<b>1</b>	<b><u>PREPARE FOR REVIEW MEETING</u></b> <i>(7 Days/1 Week before target date)</i>	
	1 Run Plan Report from Planning Software 2 Run and Print Notes Report 3 Run and Review UDF Report 4 Run and Review Email Report 5 Review and Print Yearly Goals 6 Confirm Meeting with Client	1 Client Reschedules >> Repeat Step 2 Meeting Confirmed >> Review Day Items 3 Client Cancels >> <b>End Workflow</b> ■
<b>2</b>	<b><u>REVIEW DAY ITEMS</u></b> <i>(Target Date/0 Days before target date)</i>	
	1 Prep Conference Room 2 Prep and Gather All Relevant Paperwork	1 Client Reschedules >> Prepare for Review Meeting 2 Review Complete >> Review Follow Up 3 Client Cancels >> <b>End Workflow</b> ■
<b>3</b>	<b><u>REVIEW FOLLOW UP</u></b> <i>(2 Days after target date)</i>	
	1 Enter Meeting Notes 2 Make and Record Adjustments 3 Follow Up Call	1 Follow Up Complete >> <b>Complete Workflow</b> ■

# Prospecting Cadence Workflow

Steps	Tasks	OUTCOMES
<b>1</b>	<b>PHONE CALL #1</b> 1 Make Sales Introduction call	1 Client not interested <b>&gt;&gt; Complete Workflow ■</b>
		2 Client is interested in moving forward 3 Left Client Voicemail >> Phone Call #2
<b>2</b>	<b>PHONE CALL #2</b> 1 Make Sales Introduction call 2	1 Client not interested <b>&gt;&gt; Complete Workflow ■</b>
		2 Client is interested in moving forward 3 Left Client Voicemail >> Email #1
<b>3</b>	<b>EMAIL #1</b> 1 Send "Introduction" email 1 through Broadcast email tool in Redtail CRM.	1 Client not interested <b>&gt;&gt; Complete Workflow ■</b>
		2 Client is interested in moving forward 3 Left Client Voicemail >> Phone Call #3
<b>4</b>	<b>PHONE CALL #3</b> 1 Make Follow-up Call for Email #1	1 Client not interested <b>&gt;&gt; Complete Workflow ■</b>
		2 Client is interested in moving forward 3 Left Client Voicemail >> Email #2
<b>5</b>	<b>EMAIL #2</b> 1 Send "Value Proposition" email through Broadcast email tool in Redtail CRM	1 Client not interested <b>&gt;&gt; Complete Workflow ■</b>
		2 Client is interested in moving forward 3 Left Client Voicemail >> Phone Call #4
<b>6</b>	<b>PHONE CALL #4</b> 1 Follow-up Phone call for "Value Prop" Email	1 Client not interested <b>&gt;&gt; Complete Workflow ■</b>
		2 Client is interested in moving forward 3 Left Client Voicemail >> Email #3
<b>7</b>	<b>EMAIL #3</b> 1 Send "Contact Information" email through Broadcast email tool in Redtail CRM	1 Email is sent <b>&gt;&gt; Complete Workflow ■</b>
<b>8</b>	<b>SET CLIENT MEETING</b> 1 Schedule Client Meeting 2 <b>Begin "Prospect Meeting" Workflow for new potential client ■</b>	1 Set date and time that works with Advisor and Client's schedule. 2 Make sure client has Document A, Document B, and Document C.