

The Ultimate Pre-Meeting Checklist for Financial Services



In the financial services industry, preparation is essential to building trust and lasting relationships with clients. This checklist isn't merely a tool; it's a strategic resource for any client-facing professional who wants to deliver memorable meetings.

Why is preparation important for modern client-facing professionals? Because every meeting is an opportunity to build trust, demonstrate expertise, and deliver personalized solutions that resonate. In an industry

where clients expect a higher level of expertise than ever, being well-prepared is not just advantageous, it's essential.

Whether you're a client-facing professional interested in streamlining your meeting prep, or someone interested in improving productivity across an entire client-facing team, this checklist will help you build a foundation for meaningful connections and successful outcomes.

1

Understand your client:

Research and gather detailed client data from their website, social presence, and third-party sources to personalise your pitch. This should include information on the stakeholders you're speaking to and the wider business.

Gather relevant documentation on policies, products, and procedures – and stay up to date on relevant market trends that might influence the client's portfolio or interests. **Depending on the organisation, these may include client communications, investment updates, financial plans, and product information.*

Review any past communications and documentation to identify what the client might value in this initial conversation.

2

Leverage technology to save time:

Personalize your client communications, such as factsheets, portfolios and pitchbooks by answering a few questions about your client in Seismic. This way, you can create impactful, personalized, and brand-aligned client pitches effortlessly.

Ask yourself questions such as:

- What is the client's current situation and needs?
- What are the client's goals and objectives?
- Are there any recent changes in the client's industry or market that affect them?
- What are the client's preferences in terms of communication and learning styles?

Build confidence with just-in-time training and coaching to ease your nerves before the meeting.

Did you know Seismic Learning's just-in-time capabilities provide teams with **faster access to training and coaching** within the flow of work and tools they already use? [Learn More](#)

Create a content playlist with Seismic for Meetings before the call so you can present smoothly.

Want to see how this can look in practice? See how Ameriprise was able to **reduce their administrative tasks by 70%** by streamlining their client experience. [Read their Story](#)

3

Align with your team:

Coordinate with other members of your client-facing team to align on call objectives and responsibilities, defining what you want to achieve from the meeting. Whether it's to introduce a new product, negotiate a deal, or simply build rapport, having clear goals will guide the conversation and measure success.

Secure any additional or external speakers that may need to join the conversation and detail any pre-read requirements.

Conduct a dry run to ensure everyone is on the same page, using it as an opportunity to identify areas for improvement and peer coaching, so you can go back later and take lessons on it.

Ensure all discussions and advice are compliant with financial regulations to maintain trust and integrity.

8 in 10 client-facing professionals believe that access to coaching and training content is crucial for presentation preparation.¹

4

Prepare questions and anticipate potential objections:

Develop a list of open-ended questions that encourage dialogue and uncover the client's needs and challenges.

Predict and prepare for any objections or concerns the client may have. This shows you're proactive and committed to finding solutions.

5

Follow-Up Plan:

Put a follow-up plan in place. This will make your storytelling more coherent and help personalize the customer experience.

TOP TIP

Seismic for Meetings can capture action items and suggest relevant content for faster follow ups.

[Find out more here](#) →

By following the steps in this checklist, you're now ready to impress your clients and prospects and build trust even faster.

¹ *Enablement in Financial Services*



Interested in how Seismic can improve meeting prep for your team?

[Get a Demo today](#) →

