TAX PROCESS

World Class Service

Revised: 7/21/2021

TAX CALLING PROCESS

STEP 1 | LEAD ASSIGNED

STEP 2 | MAKE SURVEY CALL

DAY 1

Call client and follow script process or Leave message "Hi this is (name) calling to do a brief survey on how our service was with FSA Tax & Accounting. Can you give me a call back at (number)?

- If call completed and appointment set, process is complete and will be followed on the appointment results
- If call completed and email sent, set follow up to see if they are interested in setting an appointment after watching the video
- If message is left, continue on the survey call process

DAY 3

Call client and follow script process or Leave message "Hi this is (name) calling to let you know that I'm sending you an email about how our holistic process ties into your tax preparation with FSA Tax & Accounting. Please take a look and give me a call back at (number) with any questions.

- If call completed and appointment set, process is complete and will be followed on the appointment results
- If call completed and email sent, set follow up to see if they are interested in setting an appointment after watching the video
- If message is left, continue on the survey call process

DAY 6

Call client and follow script process or Leave message "Hi this is (name) just calling to see if you had a chance to watch the video in the email I sent you about our holistic process in regards to your tax preparation with FSA Tax & Accounting. Feel free to give me a call back at (number) with any questions.

- If call completed and appointment set, process is complete and will be followed on the appointment results
- If call completed and email sent, set follow up to see if they are interested in setting an appointment after watching the video
- If message is left, continue on the survey call process

4 WEEKS LATER AND ONGOING ONCE PER MONTH

Call client and follow script process or Leave message

- If call completed and appointment set, process is complete and will be followed on the appointment results
- If call completed and email sent, set follow up to see if they are interested in setting an appointment after watching the video
- If message is left, continue on the survey call process

CONVERTING TAX CLIENTS PROCESS AND SCRIPT

1) IDENTIFY YOURSELF IMMEDIATELY.

You are looking for feedback from their tax preparation experience and not a cold caller. Avoid long introductions before getting to this point. Don't ask them "How they are doing" etc. without establishing the connection. Some tax firms have recently been bought by FSA so the client may still think of the firm by the old name. Know the previous name of the accounting firm, when FSA bought the practice, etc. Do not proceed until you are certain they have made the connection between your call and that we prepared their taxes.

2) GET FEEDBACK.

Ask the survey questions. We want to know up front about their experience. Most clients will not have any issues; some will want to provide positive feedback, and some will provide negative feedback.

> *If they had a negative experience, the best way to get them to remain an FSA client is for them to realize the issue will be addressed to prevent it from happening again. If you take their issue seriously and let them know that we appreciate their feedback and will forward it on to the Tax Department, they may think that you are the type of person they want helping them in other areas.*
>
> *Send any negative feedback or issues to mpolus@fsa-1.com. Make sure to include the client's name, location of the tax office, and the specific issues the client raised. It is best to focus on the client's concern rather than to discuss the new services. Let them know you will follow-up in a few days. Call them to say that you've forwarded their feedback to the tax department and want to go over the services they are entitled to.*

3) IDENTIFY THE NEW SERVICES THEY ARE ENTITLED TO.

Some may know about them and others may not. Just because they say they know about them doesn't mean they actually understand the services available. Traditionally, estate planning has been the number one service lead-in to future financial planning. Health insurance is an easy topic to discuss over the phone. Financial planning is very involved, so it is the hardest topic to discuss on the phone. The more in-depth the discussion on financial planning, the more likely the client disengages. Keep the conversation to how our process is unique.

4) ASK WHICH SERVICES THEY MAY BE MOST LIKELY TO USE OR WOULD LIKE MORE INFORMATION ON.

5) SET APPOINTMENT TO DISCUSS THE SERVICES THEY ARE INTERESTED IN.

TAX LOCATIONS

YOUR BUSINESS RESOURCES AKA YBR

Your Business Resources aka YBR – Purchased in January of 2019 – Accountants are John & Bev, Office staff is Shannon and Lisa (Lisa was hired after purchase) – Located in Shelby Township

DOUG SWATOSH TAX

Doug Swatosh Tax – Purchased in January of 2020 – Accountant was Doug (all clients have been switched to FSA Tax preparers) – Was located in Keego Harbor (office has been closed down and all clients go to Shelby Township office now)

DEBBIE SCOTT TAX

Purchased in October of 2020 – Accountant was Debbie (all clients have been switched to Shirley), Office Staff is Taylor (hired after purchase) – Located in Holt

COCHRAN TAX SERVICES

Cochran Tax Services – Purchased in January of 2021 – Accountants are Linda and Kim and Sheila (Sheila was hired after purchase), Office staff is Angie – Located in Flint

SCRIPT

Hi **(Client first name)**, this is **(Rep first name)** with Financial Services of America. You recently completed your tax return with **(preparer's name)** at FSA Tax and Accounting in (location) and I'm calling to get your feedback on your experience. It only takes a minute or so.

ON A SCALE OF 1 TO 5, WITH 1 BEING POOR AND 5 BEING GREAT, HOW WOULD YOU RATE THE FOLLOWING:

1) The friendliness of our staff?

2) How likely are you to refer us next year?

3) The communication between you and our staff throughout the process?

4) And finally, FSA Tax & Accounting has recently added new services that are available to you. Did your preparer have a chance to explain the new services to you?

YES!

Great! What services did you take advantage of?

"None"

Really? Because you are entitled to get free reviews of health (or medicare), finances, estate...all these different services that can help take care of your family.

Have you ever worked with a Holistic Planning firm?

Yes, great. How did it go?

No.

Well here's what I'm going to do. I'm going to send you an email after we get off this call that will explain to you the importance of working with a firm like ours and how we are different than anyone else you may have worked with in the past. If you are like all our other clients, your family will benefit from by taking advantage of one or more of our services. That's why I feel it would be advantageous to watch the video.

NO

Really? So that means you didn't get to take advantage of the services that you are entitled to you, like Medicare and health insurance, estate planning, financial planning?

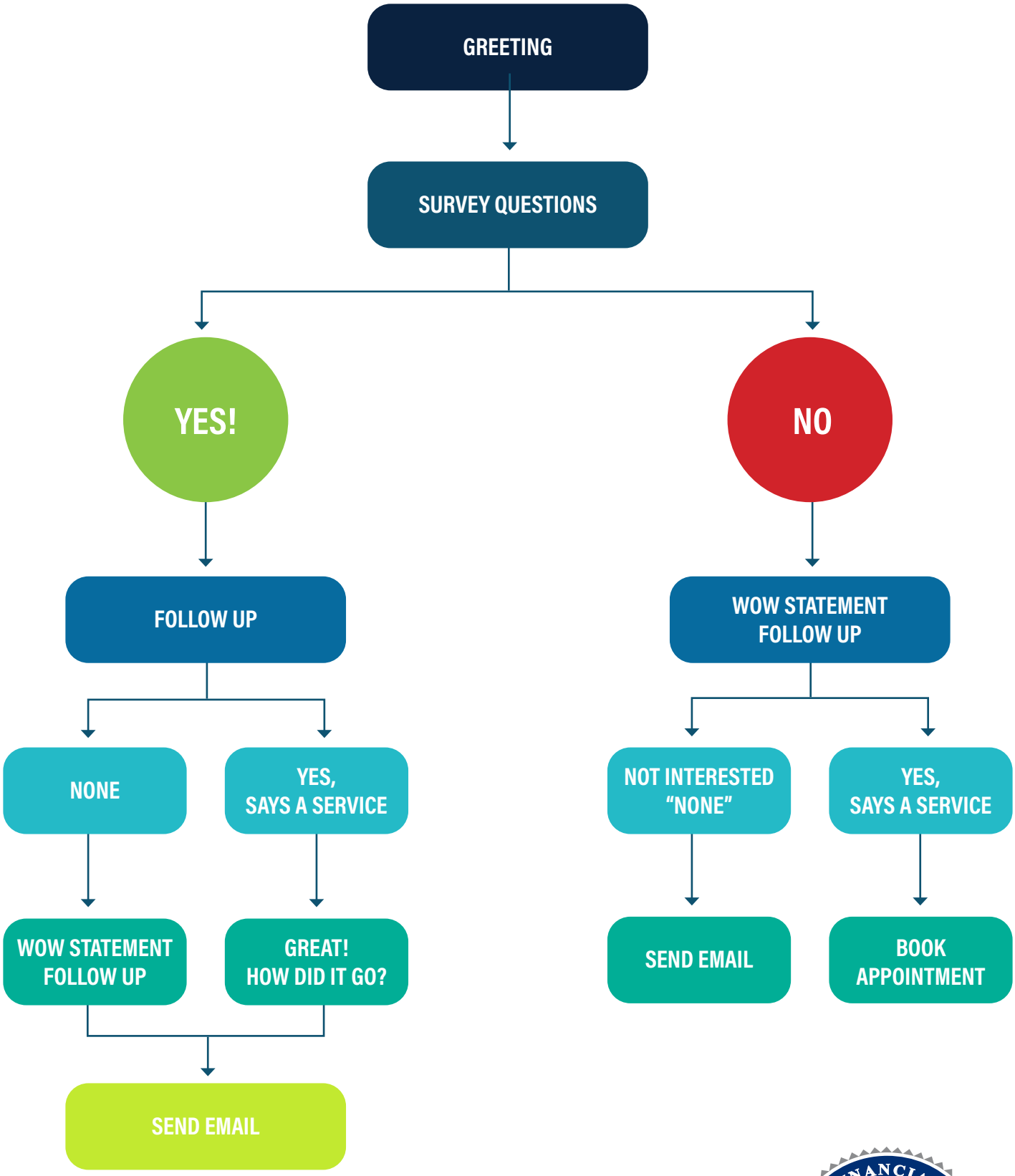
Which of these services is the most important to you?

If they name one services they are interested in, book an appointment.

Great, what I want to do is book a follow-up appointment to discuss those specific questions you may have.

If they don't give you one say:

"I'm going to send you an email after we get off this call that will explain to you the importance of working with a firm like ours and how we are different than anyone else you may have worked with in the past. So make sure you watch the video."


GREETING
SURVEY QUESTIONS
YES!
NO
FOLLOW UP
WOW STATEMENT FOLLOW UP
NONE
YES, SAYS A SERVICE
NOT INTERESTED "NONE"
YES, SAYS A SERVICE
WOW STATEMENT FOLLOW UP
GREAT! HOW DID IT GO?
SEND EMAIL
BOOK APPOINTMENT
SEND EMAIL

OVERVIEW OF SERVICES

OUR ESTATE PLANNING SERVICES

Wills, trusts, powers of attorney, Medicaid spend down protection, Estate Recovery Act protection, special rates for our clients: usually complete estate plans are between $600 and $900.

If you get into an involved discussion regarding estate planning, make sure you disclose you are not an attorney; you do not provide legal advice, and services are provided through an outside law office: The Law Offices of Benjamin T. Vader (LOBV). The LOBV, FSA, and FSA Tax & Accounting are independently owned and operated. If you are merely discussing the services available to them, you do not need to make those statements.

B) OUR MEDICARE AND HEALTH INSURANCE SERVICES?

Medicare if over 65: independent agency, can shop for best Medigap policy, prescription plan or $0 premium Advantage plan
Health care if under 65: independent agency, can shop for best insurance coverage if not covered under a group plan

C) OUR HOLISTIC RETIREMENT PLANNING PROCESS?

Our SMAARTSM plan process integrates wealth, tax and risk management strategies, along with estate, income, and financial planning. Every plan is unique. There are no square pegs in round holes. We invest our time in you during the discovery phase to understand what is important to you. We then design a customized program tailored to those needs; and through our proprietary process, we are able to deploy your individual plan. Over time, as your needs evolve and your life unfolds, our SMAARTSM plan process will ensure that all the pieces of your retirement puzzle are in place.

We provide a comprehensive retirement plan through our family of companies and strategic alliances. Financial Services of America, FSA Advisors, FSA Tax & Accounting, FSA Health, and FSA Home and Auto representatives work closely with you and other like-minded professionals (estate planning attorneys, mortgage brokers, tax attorneys, etc.) to ensure your success.

OUR SMAART PLAN PROCESS IS BUILT AROUND 3 COMPONENTS:

1. **Discovery**
   - What is important to you?
   - What do you want to accomplish?
2. **Design**
   - What services are the best fit for your needs?
   - What strategies will we employ to accomplish your goals?
3. **Deploy**
   - Income, estate and financial planning
   - Wealth, risk and tax management
   - Product and risk assessment and fit
   - Ongoing, continuous service to provide the foundation that leads to second and third generation relationships

FINANCIAL FSA SERVICES OF AMERICA