

CLIENT CLASSIFICATION Worksheet

*Enter information or print
and complete manually.*

The purpose of this document is to begin to outline your client classification framework. Your final Client Classification framework will be refined as you complete the Rightsizing Worksheet in the Rightsizing strategy.

Step 1: Define Your Ideal Client

ASSETS (as denoted by AUM, Revenue, or Premium)

Based on defining an Ideal client; think of existing clients you wish to replicate.

Define your Client Equation (choose one or more listed below):

Assets Under Management

Ideal AUM ÷ Number of Clients = Assets per Client

Revenue

Ideal Revenue ÷ Number of Clients = Revenue per Client

Premiums

Ideal Premiums ÷ Number of Clients = Premiums per Client

How will you manage the money? (i.e. fee-based, customized portfolio, etc.)





Your Ideal Client's Attitude (Be specific: list specific attributes you expect).

Advocacy Be realistic: how many introductions/referrals would you expect per year?)



Step 2: Knock-Out Factors

ASSET Thresholds for New Clients ("C" Clients and lower)

When bringing on a new client, what is your unacceptable asset, revenue or premium number?

Assets less than: _____

OR

Revenue less than: _____

OR

Premiums less than: _____

Attitude (Be specific as to what is unacceptable in a client)



Step 3: Client Classification

Use the table below to build out your Client Classification framework. Under the 'Requirements' column add any additional requirements for each specific Client Class

Client Class	Targets	Requirements
AAA Meets your Ideal Client Asset, Revenue or Premiums criteria. Demonstrates Ideal Client Attitude attributes. Meets your Advocacy requirements.	Expected number of introductions/referrals each year (as per Pg. 2): Example: 2+	
AA Meets your Ideal Client Asset, Revenue or Premiums criteria. Demonstrates Ideal Client Attitude attributes.	List desired traits from Pg. 2): Example: understands my value, doesn't panic, looking long-term	
A Meets your Ideal Client Asset, Revenue or Premiums criteria.	Ideal Client Desired Assets (as per Pg. 1) Example: AUM: \$1 million and over	
AF These are family members of a client in one of the 'A' groups. This classification can also be used for friends, family or relatives of the advisor.	There is no minimum level of assets. This is your opportunity to capture Assets from multi-generations.	
B This client would be AA or AAA if they had the assets. This client has a great attitude, is committed to working with the advisor and may even provide introductions.	List the asset range for this client class. B Clients starts \$1 less than your Ideal Client to \$_____. This is your absolute bottom threshold of acceptance Example: Range of AUM: \$999,999 to \$250,000	
C This client has a lower asset value and is not someone you will be growing your business with in the future. This client may eventually be reassigned as assets in the AA and AAA groups increase.	List the asset range for this client class. C Clients starts \$1 less than B Clients to \$_____ Example: Range of AUM: Under \$249,999 to \$100,000	
D This client does not have the assets to be in the C group, has shown no interest in working with the advisor and should be reassigned immediately.	List the asset range for this client class. D Clients start \$1 less than where C stops and lower Example: AUM: \$99,999 and lower	

