Sample Redtail Style Guide

**Contacts Segmentation**

**Status:** The highest level used to identify contacts in the CRM. These are mutually exclusive so a contact can only have one status at a time.

Status: When to Use:

|  |  |
| --- | --- |
| Lead | Contact information - no interactions with contact |
| Prospect | Contact information - interaction was made with contact |
| Active Client | Accounts held for contact |
| Spouse of Client | No accounts held for contact |
| Dependent | Dependent of “Active Client” |
| Inactive Client | Accounts / Policies no longer held |
| Deceased | Deceased “Active or Inactive Client” |
| Business | A physical building or “four walls and a roof” location, rather than an individual person. |
| Personal | Personal Contacts (Friends, Family who are not clients) |
| Not Specified | Needs assigned Status |

**Category:** The second level used to rank contacts. Once they have a status, the category can be used to clarify their rank within the status. Also mutually exclusive so a contact can only have one category at a time.

Category: When to Use:

|  |  |
| --- | --- |
| Warm | Contact is new/ less than 180 days old |
| Cold | No interaction from contact in 180+ days |
| Lost | “Do not contact” requested |
| Hot | Contact scheduled Meeting |
| Pending | Onboarding process is underway but has not signed officially as Client yet |
| A | Under 100k in AUM |
| AA | Over 100k and under 500k in AUM |
| AAA | Over 500k in AUM |
| Personal Client | Personal friend, employee of firm, family member, etc. No required AUM. |
| Child | Dependent child of a current client |
| Grandchild | Dependent grandchild of a current client |
| Other | Dependent of a current client (example: parent where client is POA) |
| Business Relationship | COI, Attorney, CPA, or other industry relationship |
| Business Vendor | Contact provides services to firm (example: Redtail Technology, Broker Dealer, etc.) |
| Business Wholesaler | Fund company |
| Client’s Employer | Employer of current Client |
| Contact | Personal contacts (examples: friends, family, etc.) |

**Source:** Where the contact came from.

Source: When to Use:

|  |  |
| --- | --- |
| Existing Client | Client was an original part of the book of business or source is unknown |
| Internet Lead | Web search or internet ad |
| Marketing List | Purchased marketing or lead list |
| “Organization” | Examples: Rotary Club, Lions Club, Toastmasters, Dave Ramsey, Broker Dealer, etc. |
| Radio Lead | Radio show or ad |
| Referral | Referred to firm by a person or business |
| Seminar | Event was attended as initial interaction with firm |

**Servicing Advisor:** The primary advisor for the client. Can also be the only advsior or the senior advisor.

Advisor Name: Rep Code:

|  |  |
| --- | --- |
| Tucker McLaughlin | 5W3, 6J1, 9K7 |
| Rick Williamson | 3L2 |

**Writing Advisor:** The secondary advisor for the client, or in insurance cases, the underwriter. Can also be the only advisor’s name listed here in addition to in Servicing Advisor or the junior advisor name.

Advisor Name: Rep Code:

|  |  |
| --- | --- |
| Jonathan Maddock | 007 |
| Curtis Ware | 5U7 |

**Permissions:** Applied to contacts based on the Servicing Advisor.

Servicing Advisor: Permissioned to Team: Automation Triggered:

|  |  |  |
| --- | --- | --- |
| Tucker McLaughlin | Tucker’s Team | “Permission Client to Tucker’s Team” adds permissions based on Servicing Advisor = Tucker to appropriate team. |
| Rick Williamson | Rick’s Team | “Permission Client to Rick’s Team” adds permissions based on Servicing Advisor= Rick to appropriate team. |
| <no servicing advisor> | <Everyone can view contact> |  |

**Keyword:** Label on a record used to filter and group contacts.

Keyword: When to Use:

|  |  |
| --- | --- |
| -Fee-Based | Client who has a fee-based structure |
| -Hourly Client | Client who has an hourly fee structure |
| -Life Insurance Client | Client who has a life insurance account |
| Admin - Will | Client has a will on file |
| Beneficiary | Contact is a designated Beneficiary |
| Contact - Do Not Mail | Contact cannot or does not want physical mail |
| Event - Golf | Client interested in golf event |

**Contact Style Guide:** Automate your contact sales cycle.

Status: Category: When to Use: Automation Triggered:

|  |  |  |  |
| --- | --- | --- | --- |
| Lead | Warm | Name and contact information | “Prospecting Cadence” links Prospecting Workflow |
| Cold | No contact made over period of time |  |
| Lost | Contact has no interest |  |
| Prospect | Hot | Contact scheduled Meeting |  |
| Cold | Meeting held, no further contact |  |
| Lost | Contact not a good fit/ not qualified |  |
| Pending | Contact scheduled Onboarding Meeting |  |
| Active Client | A | AUM under 100k | “New Client Checklist” links Important Information Workflow when Status is changed to Client and Category = A, AA, or AAA |
| AA | AUM over 100k under 500k |
| AAA | AUM over 500k |
| Personal Client | Friend/ family/ employee with accounts |  |
| Spouse of Client | (same Category as Head of Household) | No accounts held for contact |  |
| Dependent | Child | Dependent of “Active Client” | “Important Information for Children of Clients” links Important Information workflow |
| Grandchild |  |
| Other |  |
| Inactive Client | (same Category as when Active) | Accounts no longer hed |  |
| Deceased | (same Category as when Active) | Contact has passed away and was “Active” or “Inactive” | “Deceased Client Notification” emails all users notification upon Status change |
| Business | Business Relationship | COI, Attorney, CPA, or other industry relationship | “Set Status for Business Contacts” fills out Category based on Contact Status and Type. |
| Business Vendor | Contact provides services to firm (example: Redtail Technology, Broker Dealer, etc.) |
| Business Wholesaler | Fund company |
| Client’s Employer | Employer of current Client |
| Personal | Contact | Personal Contacts |  |
| Not Specified | <no category> | Needs Assigned Status |  |

**Notes, Activities, Documents, etc.**

**Activity Type:** The medium in which you are completing the activity.

Activity Types: When to Use:

|  |  |
| --- | --- |
| Appointment | Scheduled days/times with Clients/ Prospects |
| Holiday | Holidays |
| Meeting | Internal scheduled days/ times (not with Clients/ Prospects) |
| Task | Internal to-do items |
| Out of Office | Time off, vacation, or working remote |
| Personal | Personal items on calendar |
| Phone Call | Phone calls |
| Unassigned | <Needs assigned Activity type> |

**Calendar Style Guide:** Most effective when used with automations.

Activity Type: Category: When to Use: Automation Triggered:

|  |  |  |  |
| --- | --- | --- | --- |
| Appointment | Client Lunch | Business meeting over lunch |  |
| Client Meeting | Meeting with a Client |  |
| Client Review | Annual/Semi-Annual/Quarterly Client Review | “Client Review” links workflow on activity add |
| Onboarding - 1st Appt. | 1st Onboarding Meeting |  |
| Onboarding - 2nd Appt. | 2nd Onboarding Meeting |  |
| Onboarding - 3rd Appt. | 3rd Onboarding Meeting |  |
| Holiday | General Information | Holidays |  |
| Meeting | Customer Service | Internal meeting for Client Service Team |  |
| General Information | Office meeting |  |
| Important Conversation | Meeting requiring documentation |  |
| Task | Customer Service | Task executed by Client Service Team |  |
| Email Received | Incoming Email |  |
| Email Sent | Outgoing Email |  |
| General Information | General office to-do item |  |
| Pending Item | Action needed |  |
| Policy Support | Compliance item |  |
| Technical Support | Internal IT |  |
| Underwriting Information | Underwriting to-do |  |
| Out of Office | General Information | General OOO |  |
| Personal | General Information | Private OOO |  |
| Phone Call | Customer Service | Client Service call |  |
| General Information | General phone call |  |
| Technical Support | Phone call with IT |  |
| Unassigned | <any category> | Needs assigned Activity Type |  |