

FREE RESOURCE

SOP Framework Template

A 7-part framework for writing procedures your team will actually follow — with a worked example.

The 7 parts of a usable SOP

- **1. Purpose** — one sentence: what outcome does this procedure protect?
- **2. Trigger** — what event starts this procedure? Be specific.
- **3. Owner** — one named role. If everyone owns it, no one does.
- **4. Steps** — numbered, in order, written for a new hire.
- **5. Exceptions** — what to do when the normal path does not apply.
- **6. Where it lives** — the exact system and location (CRM, shared drive, etc.).
- **7. Review date** — when this SOP gets re-checked. Quarterly at minimum.

Worked example: new prospect intake

Step	Detail
Trigger	Any new prospect inquiry (call, email, referral, website form)
Owner	Client service associate
1	Log prospect in CRM within 2 business hours with source and interest notes
2	Assign status, owner, and next action with a date
3	Send acknowledgment within 24 hours
4	Advisor reviews new prospects every Monday; reassigns as needed
Exceptions	Referrals from existing clients get a same-day call from the advisor
Lives in	CRM > Prospects pipeline; this SOP in shared drive > Operations
Review date	First Monday of each quarter

The test

Hand the SOP to someone who has never done the task. If they can complete it without asking questions, it is done. If not, the SOP — not the person — needs work.

Want this built into your practice?

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