A Sales Strategy
for Financial Advisors

Define your value

Create a powerful value proposition statement

Your role is critical in the plan sponsor’s success, and this tool is designed to initiate conversation on the various ways your services can enhance their retirement program. The intent of this document is to serve as an idea-generator as you create your own Value Proposition Statement. Based on your individual business plan and market, you can customize the document as needed.

The benefits of a well-constructed Value Proposition Statement are:
• Illustration of your expertise and special services
• Differentiation from your competitors
• Setting of clear client expectations of you, as their advisor
• Basis for problem-solving discussions with the client

As you develop these tools for your business, analyze what makes your business unique and where your expertise lies. By formalizing your competencies in a clear and concise Value Proposition Statement and outlining a unique advisory services package, you will be able to show where you add value. Some questions to consider are:

What makes you stand out above other Retirement Services Advisors?
• Your Credentials
• Your Firm
• Your Services Commitment

What will the plan sponsor gain in working with you?
[The following are examples of possible services retirement plan advisors may provide. Design your positioning statements based on your specific skills and expertise.]
• Investment Portfolio Strategist*
• Fiduciary Review Consultant*
• Plan Education Specialist*
• Provider Due Diligence Consultant*
• Niche Market Expert (e.g. 403(b), 457, Taft-Hartley, NQDC)

We hope you will be able to use this illustrative Advisor Value Proposition Statement to exceed your clients’ expectations and give you the Power To Grow Your Business! We want these tools to be useful to your business and we appreciate your feedback. Please contact RSAdvisorTools@massmutual.com with any comments.

* indicates inclusion of sample language in the attached illustrative Value Proposition Statement.

Retirement Strategies

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Credentials
• **Education:** BS, Economics, MBA, Marketing – University of Anywhere

• **Associations:** Regional Investment Association Member since 1994, ASPPA Member since 1994

• Certified Financial Planner (CFP)

• Qualified Plan Administrator (QPA)

• Over 20 institutional retirement clients and $250 million assets under management

• Over 15 years of financial services industry experience primarily focused on institutional retirement programs

• Recognized by Retirement Advisor Magazine as a Leading Retirement Services Professional

About ABC Financial Services
ABC Financial Services, LLC (ABC) is a diversified financial services organization focused on prudent investing principles. Founded in 1962, the firm currently has over $10 billion in assets under management. ABC was voted one of America’s top 100 places to work for women by Leading Executive Magazine. The 100+ financial professionals of ABC are dedicated to delivering solutions that are designed to meet each customer’s unique long-term goals and objectives.

My commitment
• As a Retirement Program Advisor, I am committed to providing my clients with objective guidance regarding retirement plan solutions. As an **investment portfolio strategist, fiduciary review consultant, plan education specialist, and provider due diligence consultant,** my primary goals are to:

  • Enhance your fiduciary review process.
  • Offer your plan participants a comprehensive retirement savings education program.
  • Decrease your retirement plan administrative burden.

My 15+ years of experience has enabled me to develop an effective program centered on proactive client communication and solutions-based consulting.

Commitment of services
Investment Portfolio Strategist – Combining my expertise in retirement services with your specific objectives, I strive to design an investment program structured around meeting your business needs and helping your participants achieve their retirement goals. My services include:

• **Investment Program Design** – Investment guidance and mapping options.

• **Investment Policy Statement** – Alignment of investment program with the Investment Policy Statement.

• **Monthly Performance Monitoring** – Regular performance reporting and watch list monitoring.

• **Quarterly Investment Review** – A quarterly meeting focused on assessing the health of the overall investment program.

Fiduciary Review Consultant
A key measure of my success is defined by your level of comfort with your role as a plan fiduciary. My thorough fiduciary review program will encourage proper due diligence activities in order to minimize the potential for unforeseen liability. Your program may include:
• **Policy and Procedure Implementation** – Identification and management of critical items such as plan contributions timeliness, vendor expenses and daily trading.

• **Bond and Insurance** – Expertise regarding the acquisition of a fiduciary bond and liability insurance.

• **404(c) Compliance** – Where appropriate, assistance with implementing all components of a 404(c) compliant program by utilizing my comprehensive 404(c) checklist.

• **Plan Audit** – Scheduled, periodic review of the plan administration and trust to mitigate any processing errors or breaches of fiduciary duties.

**Plan Education Specialist**

Leveraging my many years of experience as well as the latest technology and research, we will work together to maximize your participants’ savings potential. My communications program will include the following:

• **Highly Interactive Enrollment & Participant Education Meetings** – Comprehensive educational services including my “All You Need to Know” seminars.

• **One-on-One Consulting** – Individualized approach to retirement planning.

• **Quarterly Plan Update Newsletter** – My “All You Need to Know” newsletter keeps plan participants informed of critical plan and industry changes, and provides resources that reinforce proper retirement savings concepts.

• **On Call by E-mail** – Plan participants can expect a timely response from me on any inquiry they send me via email.

**Provider Due Diligence Consultant**

The quality and appropriateness of the plan provider’s products and services are vital to a successful retirement program. I will perform a thorough assessment of your plan’s current product and service solution. If deemed appropriate, I can help you conduct a provider search and evaluation process utilizing state-of-the-art benchmarking tools and resources. The process may include:

• **Plan Sponsor Interview** – Determine your company’s unique needs, goals and concerns.

• **Participant Survey** – Understand employee satisfaction, perception and behavior to uncover hidden issues to enhance program offerings and participation.

• **Benchmarking Analysis** – Monitor trends and compare your plan with industry standards.

• **Provider Selection Expertise** – Select from 70+ providers and recommend 3-5 potential provider solutions based on analysis of your needs.

My Commitment of Services to you and your plan participants is comprehensive. I consider myself your plan’s overall relationship manager and hope you will view me as not only your advocate, but also as an extension of your company, focused on your unique goals and objectives. Continued improvement is my strategic vision and delivering it to you and your plan participants in an effective fashion that is consistent with your needs is my mission.

*Enclosures:* [The following are suggested ideas of materials to include. Revise to your specific needs and available resources.]

• **Client References**

• **Calendar of Services**

• **Most Recent “All You Need to Know” Newsletter**

• **Sample Participant Satisfaction Survey**

• **Sample Investment Policy Statement**

• **Sample Plan Policies and Procedures Document**