



FINANCIAL PROFESSIONAL

@ your service

A personalized prospecting program to make expanding your practice easy

If you are not actively having conversations with prospective clients about their retirement plan, someone else will. We would welcome the opportunity to provide the personalized service you need to help identify prospective clients, tailor your approach and serve your clients for years to come.



Only **14%** of small businesses offer any sort of retirement plan for their employees¹

Finding prospective clients

You probably have hundreds of relationships with business owners, partners, senior executives or other high-ranking employees who have considerable influence on key decisions with their retirement plans at work. Our personalized prospecting program can help you show these prospective clients the benefits of a retirement plan to their business and their employees.

How we make it easy

To get started, complete the information on the back of this page, and **MassMutual will do the rest!**

- We **analyze the prospective clients on your list** by using publicly available data and our personalized prospecting service.
- We review our analysis with you to **develop a game plan**.
- We help you **personalize your approach** to resonate with your prospective clients' needs.
- Our help doesn't end there – we're **committed to helping you do more for your prospective clients** by continually adding value to their business and their employee benefits.

¹ United States Government Accountability Office, *Challenges and Prospects for Employees of Small Businesses*, GAO-13-748T. Published: July 16, 2013. Publicly Released: July 16, 2013.

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NOT FOR USE WITH THE PUBLIC.**



To begin your personalized prospecting program, simply complete and send this information to:

Name _____

Phone Number _____ Email address _____

Your information:

Financial Professional _____

Firm _____

Street Address _____

City, State, ZIP _____

Phone Number _____ Email address _____

Prospective clients:

Name of Company _____

City, State, ZIP _____

Name of Company _____

City, State, ZIP _____

Name of Company _____

City, State, ZIP _____

Name of Company _____

City, State, ZIP _____

Name of Company _____

City, State, ZIP _____

To learn more, please call 1-800-874-2502, option 4.



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