401(k) Sales Champion Workshop

109 Topics via 36 Videos, supported by 30 E-Tools all Catalogued Within a 7 Step Process to Acquire and Retain 401(k) Plans

Step 1: Preparation

1.0* Introduction
1.1 History Of The American Retirement Savings System
1.2* What Is A Qualified Plan And Why Do Employers Sponsor Them?
1.3 Why Advisors Pursue Qualified Plans And Common Errors Committed
1.4 A 401(K) Is An Employee Benefit Program, But With Important Differences. Three Titanic Shifts" In The 401(K) Marketplace. You Are The Conduit Between The Goals And The Objectives Of The Employer, Participants And The Resources Of The 401(K) Program Providers. A 401(K) Plan Has Four Moving Parts.
1.5* Types Of Group Retirement Plans, Defined Benefit And Defined Contribution
1.6* Overview Of Qualified Retirement Plan Documents
1.7* Eligibility And Participation Requirements
1.8* Contributions And Earnings Allocations
1.9* Vesting, Forfeitures And Minimum And Maximum Contributions

1.10* 415 Contribution Limits, Annual Additions, Top Heavy Plans And Key Employees
1.11* Compliance Testing
1.12* Reporting Requirements
1.13* Disclosure Requirements
1.14 Trends: The Revised Definition Of A Fiduciary, Rollovers, Federal And State Sponsored Personal Retirement Plans And Future Advisors And Your Impact

*The Segment Includes NIPA Fundamentals Of Qualified Plans Information

Step 2: Planning

2.0 The Time It Is Going To Take To Build Your 401(K) Business
2.1 Action Items, Outcomes And Value Statement
2.2 History, Year In Review, Current Business, Target, Prospect Stage Definitions, Competition, Program Providers And Trends
2.3 Goals And PAM
2.4 Activities
2.5 Monitoring And The AAT
2.6 Network, Business Structure, Roles & Responsibilities, Communication Strategy, Resources, Business Investment, Professional Development
2.7 How To Develop, Edit And Complete Your 401(K) Business Plan

Step 3: Prospecting

3.0 Keys To Prospecting Success
3.1 Building Your Database
3.2 Initial Acquisition Activities, Verifying Your Database, Managing Initial Objections
3.3 Initial Contact, Openers, Opening Questions, Objections, Profiling Questions, Voice Mail Messages
3.4 Objections, Errors By Advisors, Close For The Discovery Meeting, Database Management And The AAT

Step 4: Profiling

- #4 Profiling Is #2
- The Top Two Reasons Why We Weren't Chosen
- Purpose Of The Discovery Meeting
- Discovery Meeting Objectives
- Building Your Positioning Presentation

- Conducting The Discovery Meeting
- Delivering The Positioning Presentation
- Discovery Meeting Questions
- Final Discovery Meeting Questions
- Time Management After The Discovery Meeting
- Hail Mary Message
- Broker Of Record
- Major Points To Remember When Profiling 401(K) Prospects

Step 5: Presenting Solutions

- One Hour To Win Millions
- The Sales Presentation Organizer
- The TPA's And Program Provider's Role
- Building Your Sales Presentation Outline
- Important Actions During The Sales Presentation
- Closing The Sales Presentation
- Follow-Up After The Sales Presentation
- "What Do You Mean You Didn't Choose Us?"
- Exit Interview
- Implementation Service

Step 6: Implementation Service

6.0 Why Service Is #1, Service Model Benefits And Components Of Your Service Model

6.1 Initial Service Activities

6.2 The Implementation Checklist And The Development Of An Improvement Plan

6.3 Preparing For The Enrollment Meeting, The Enrollment Meeting Timeline And Map And Employee Education Themes

Step 7: Ongoing Service

7.0 The Importance Of Providing Ongoing Service, The Owner's Manual For The Plan And Missing And Unresponsive Ex-Participant Support For The Plan Sponsor

7.1 First Year And Ongoing Service Activities, Five Classic Errors Committed By Advisors, The Future Of 401(K) And Other Group Retirement Plans

Home | View Introduction | Production Analysis Manager (PAM) | E-Tool Box | Profiling Menu | Contact Your Coach

Log Out

STEP **1 Preparing**

- COLA Dollar Limitations 2015

STEP **2 Planning** Download All

- FOCUSED Business Plan*
- FULL Business Plan*
- Form 5500 listing of SIC codes
- Sample FULL Business Plan
- Production Analysis Manager (PAM)*
- AAT*
- Marketing Initiatives Acquisition and Retention
- Strategic Partnership Agreements
- The First Six Months

STEP **3 Prospecting** Download All

- Direct / E-Mail I
- Direct / E-Mail II
- Direct / E-Mail III
- Initial Profiling Questionnaire
- Employer Survey: Prospect
- Employer Survey: Prospect Cover Letter
- Plan Participant Survey
- Employee Survey: Start-Up Plan

STEP **4 Profiling** Download All

- Capabilities Presentation: Pitch Book
- Discovery Meeting Questionnaire

STEP **5 Presenting Solutions** Download All

- Sales Presentation Organizer
- Sales Presentation to Employees

STEP **6 Implementation Service** Download All

- 401(k) Service Model
- "Welcome" Letter
- Improvement Plan
- Enrollment Meeting Handout: Timeline and Map
- CEO Letter

STEP **7 Ongoing Service**

- Employee Meeting Follow-Up Letter

Click ▼ to Download Individual Tools or click Download All to download a zipped file of all of that step's E-Tools.
* All tools are Acrobat Reader files except for the Production Analysis Manager (PAM), which is a link to the PAM page, the Acquisition Activity Tracker (AAT), which is an Excel file and FULL/FOCUSED Business Palns, which are Word files.

E-Tool Box For All Steps | **Contact** Your Coach | **PAM** Analysis | KnowHow401k

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