U.S. Defined Contribution Plans Overview Program

Blended Program
Sales and Marketing Classroom Session

Detailed Outline

This 1-day interactive session provides an overview of the defined contribution plan market and the sales process. It completes the requirements for the U.S. Defined Contribution Plans Overview Program.

Upon successful completion of this classroom session, the learner will earn 1 CEU or 10 contact hours and will be awarded the Accredited Retirement Plan Consultant (ARPC) designation from SPARK.

Key Audiences
This classroom session was designed for sales and marketing staff including:

- Brokers
- Agents
- Wholesalers
- Institutional Sales Staff
- Sales Support Staff

Key Benefits
Successful completion of the course will ensure that employees:

- Gain an understanding of the purchasing practices in the retirement plan market
- Become familiar with the sales process
- Acquire a working knowledge of how to set expectations with sponsors and participants.

Outline

The Retirement Plan Market

- Retirement Plan Products
  - Plan Design
  - Investment Management
  - Plan Trustee Services
  - Asset Custody Services
  - Plan Record Keeping and Administration
  - Communications, Education and Advice
- Key Product Features
  - Multiple Investment Managers
  - Self Directed Investment Accounts
  - Private Investment Offerings
  - Service Packaging
  - Participant Access to Information
  - Customized Communications
- Recent Product Trends
  - Automatic Enrollments
  - Autopilot
  - Roth 401(k)
  - Managed Accounts
  - Asset Allocation and Target Date Funds
  - Investment Advice and Guidance
- The Retirement Plan Market
  - Overview
  - Defined Contribution Plans
  - Individual Retirement Plans
  - Market Share
  - Retirement Plan Sales
    - Outside Advisors
    - Takeover Plans
      - 401(k)
      - 403(b)
    - New Plans
    - Asset Retention
- Cross Selling Opportunities
  - Defined Benefit Plans
  - Nonqualified Plans
  - 529 Plans
  - Stock Option Plans

The Marketing Professional's Role

- The Sales Process
  - Purchasing Practices by Market Segment
  - Competitive Situations
  - Outside Consultants
  - Selling a New Plan
  - The Takeover Market
  - Hot Buttons
- Setting Conversion Expectations
  - The Project Plan
  - Administration and Record Keeping
  - Employee Communications
  - Timelines
- Setting Sponsor Servicing Expectations
  - Transaction Management
  - Reporting & Information Access
  - Trusteeship
  - Administrative Services
  - Compliance Services
  - Consulting Services
- Setting Participant Servicing Expectations
  - 401(k) Education
  - Conversion Expectations
  - Ongoing Communications

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