

Advisor conversation starters

Helpful tools to engage with clients and enrich your practice



Conversation starters

Start-up plans

Hello (name) – The reason I'm reaching out is because many of my clients are looking for ways to reduce taxes, attract top talent, and retain key employees...especially in this post-COVID landscape. One of the ways to accomplish this is by setting up and offering a retirement plan. I'd like to set up some time with you to walk you through what this benefit would look like for your business.

Hello (name) – I would like to discuss a benefit that would potentially offer tax savings for your business by setting up and offering a retirement plan. Has anyone walked you through what this would look like for your business?

Hello (name) – The reason I'm reaching out is because I want to make sure someone has walked you through what is required for your state-sponsored retirement plan. Has anyone gone through the rules and requirements with you and reviewed your business's options? The good news is there are many benefits for you and your employees. Would next Tuesday at 3pm or Wednesday at 10am work for you?

OBJECTION:

Client: *Right now is not the best time given what is going on or with the current market conditions.*

OBJECTION HANDLING:

"That's exactly why I'm calling"

"I can understand your concerns since retirement plans are invested in the market and do use investments. Retirement plans are meant to be longer-term investment vehicles."

"That's why the majority of retirement plans use mutual funds to spread out the risk."

"Although past performance does not indicate future results, history has shown that the market bounces back after downturns."

"The 401(k) plan is a compelling solution that offers flexibility and customization to meet the needs of your business."

Conversion plans

Human Capital Management services

Hello (name) – I'm reaching out because in today's post COVID landscape, most of my clients are looking for ways to streamline services, stabilize costs and mitigate risk. Typically, the first place they start is by evaluating their payroll, HR, and benefit providers to find ways to simplify their needs. I've worked with several providers over the years, and one of the things I've found successful is setting time with my clients to identify the challenges they've faced beyond their 401(k) needs. My goal as your financial consultant is to take a look at all things financial that could potentially impact your business — Human Capital Management being a big component of that. Would next Tuesday at 3 p.m. or Wednesday at 10 a.m. work best to do a review?

Why to benchmark

Hello (name) – I'm reaching out because part of your plan sponsor fiduciary responsibilities is to regularly evaluate your plan fees, and as your financial advisor, I'd like for us to do an annual evaluation so I can help to ensure your plan fees are reasonable. At this time, I'd also like to review other components of your plan holistically from the administration, education, and technology standpoint to ensure your needs are being met for both you and your participants. I'd like for us to set up some time where I can go through and ask a few questions and take a look together at how we can improve your overall plan health. During our meeting, I'd like to present a benchmark for the plan from an investment standpoint, so you feel confident with the choices we've selected. Would next Tuesday at 3 p.m. or Wednesday at 10 a.m. work best to do a review?

Hello (name) – Now is the time of year where I typically take a look at the overall health of your 401(k) plan as well as evaluate all fees associated with your current provider to ensure it is satisfactory and meets your needs. One of the ways I do this is by running a benchmark report to compare overall costs and investment options. Once I pull the required documents and run this comparison, I'll circle back and set up some time to review it together so we can make sure your needs are being met. Does that sound good?

If no access to documents: I'll need to collect a couple of documents in order to run this comparison. Do you mind sending me the following documents so that I can do this? Once I have these documents and run this benchmark, I'll circle back and set up some time to review it together so we can make sure your needs are being met. Does that sound good?



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