

401(k) Sales Champion

A Guide For Financial Advisors
To Acquire And Retain 401(k) Plans®

by: Christopher H. Barlow and Stephen D. Wilt

3rd Edition

ACTION IDEAS INDEX

- #1 The Origin of 401(k)
- #2 The Difference Between Qualified Plans
- #3 Vesting And Eligibility Requirements Can Help The Plan's Image and Promote Participation
- #4 ERISAs "Teeth"
- #5 Department of Labor Field Bulletins
- #6 Plan Sponsors Can Improve Investment Performance
- #7 Competition Is Good For The Plan Sponsor
- #8 Understand Your Market – Develop Your Expertise
- #9 Up-to-Date 401(k) Marketplace Statistics
- #10 Influential "Thinkers" On The Topic Of Specialization
- #11 401(k) Program Provider Pricing Logic
- #12 DoL Study Of 401(k) Plan Fees And Expenses
- #13 Outcome Of Fee Disclosure
- #14 Why ERISA And The EBSA?
- #15 DoL Produced Fiduciary Responsibility Tutorial For Plan Sponsors
- #16 The Pension Protection Act (PPA) and "Auto"
- #17 Form Strategic Relationships With TPAs
- #18 Your 401(k) Business Plan Answers 4 Questions
- #19 401(k) Business Plan Development Resource
- #20 Focus Your Lead Search
- #21 Sort Your Database To Detect And Delete Duplications
- #22 Database "Cleansing" Statement And Research Idea
- #23 "Who Do You Know?"
- #24 Online Surveys
- #25 Medical Practice Prospecting Ideas
- #26 "I Was You"
- #27 Ask For The Opportunity To Compete
- #28 "You're Different"
- #29 Common Objection – "Call Me In 6 Months."
- #30 "Hail Mary" Prospecting
- #31 Top Two Reasons Why Financial Advisors Are Not Chosen For Every Plan They Pursue
- #32 Clarify Prospect Priorities
- #33 Benchmark The Competition

- #34 Union Plans
- #35 Customize Your Proposals
- #36 Make Your Competition Compete Against You
- #37 Three Variables That Determine The Amount Of Our Retirement Wealth
- #38 Power Statements
- #39 The “401(k) Answers Vest”
- #40 “Off Year-End” Conversions
- #41 Testimonial Letter
- #42 Ideas To Manage The Time Between Proposals And Closing The Sale
- #43 The Implementation Phase Is Critical
- #44 “Crow” When You Win
- #45 Celebrate National 401(k) Day!
- #46 Seek Employer Input To Determine Employee Education Events
- #47 Risk Tolerance And Asset Allocation Worksheets
- #48 Documents Plan Sponsors Must Provide To Plan Participants And Beneficiaries
- #49 Savings Calculators
- #50 You Have To Keep Your 401(k) Plans In Order To Enjoy The Benefits They Provide To You
- #51 Stay In Touch With Plan Sponsors Especially During Market Turmoil
- #52 Market Calamity Letter To Plan Participants
- #53 Grow Your 401(k) Business Through Service
- #54 Become Indispensable To Plan Sponsors and Plan Participants
- #55 The Social Security Administration Personal Earnings And Benefit Estimates
- #56 A Creative Service Event
- #57 The 401(k) Information Center
- #58 Surveying Provides Five Benefits
- #59 Three Federal Agencies Can Investigate and Audit Employer Sponsored Retirement Plans
- #60 Monthly Service Calls