

You have learned how to gain access to the correctional facilities, obtain leads, and schedule appointments with your prospects. Now it's time for client development.

Please understand right up front that THIS IS NOT A ONE CALL CLOSE!!!

In this program we are looking to gather information, analyze and evaluate our client's needs, and then put the correct program in place for them.

If you try to sell them before understanding their financial situation you will fail with this program. Invest the time and you will see the fruits of your labors.

Your first appointment with a prospect will be strictly a fact-finding mission.

You will not talk about product or sales with them. Instead, you will educate them and see what you can do to help them in the following four areas.

- 1) Protect their family's assets
- 2) Protect them from market risk
- 3) Help them avoid unnecessary taxes
- 4) Ensure they will never outlive their money.

Once you have completed the initial fact-finding and fact-gathering appointment, we will work with you to determine what products will secure your clients portfolio, provide the protection they need, and the retirement income they deserve.

Then you will go back for the second appointment and close the sale... or sales!

Let's walk through the first appointment and give you an idea of what it sounds like.

Hi Lieutenant Smith. Good to see you again.

I want to start by telling you a little bit about us, and how we got into helping Department of Corrections staff members.

We have worked with COs and prison staff exclusively for many years now, so I have an intimate knowledge of your PERS and how your retirement works as we have helped hundreds of clients just like you plan for a better retirement.

I also know how fraternal you guys are and I appreciate that.

I'm here to do nothing more than help you out, so I'm not gonna be pushy or try to sell you something today because I know you have all day to sit at the prison and talk about what a good guy I am...or how I messed things up.

(continued)



Obviously, with so many happy clients we must be doing something right.

Personally, I have an interest in helping as many people in the department as possible. We only use the best products and companies that represent those financial products.

I'm here to get you where you want to go and in the time frame you want to get there.

As such, I just might make a couple minor suggestions or help you with re-allocations to better your financial position.

The card you filled out indicates that you are interested in tax-free retirement options.

Before I can give you a definite answer or solve any issues, I need to ask you some questions to determine what you have currently going on, so I can evaluate where we might be able to help you.

These answers will help me make some recommendations that are best for you and your family.

My job is really 4 fold:

- *Protect your income. You have a dangerous job.*
- *Protect you from excess taxes.*
- *Protect you from market loss.*

As you have Cal-Pers...that is your big home run! You don't need to be swinging for the fences with the rest of your retirement funds. We want to get on base and not strike out.

For example, we can look at vehicles that have a cap of say 15 and a floor of 0.

You won't get any higher than 15% in the market, but you can't lose if the market goes down. Does that make sense?

- *And make sure you never outlive your money.*

If I can help you with any or all 4 of these 4 key factors, I've done my job. These questions will help me determine if I can help you.

OK?

Let me make sure I have everything correct.

Your full name is David J. Smith

Your age is? 41... Ok

You work at Folsom State Prison.

(continued)



You have how many Years of service? 18

What is your total Planned years of service? 25

What is your Future retirement percentage? 75% Excellent

Your Current leave time accrued? about 2000 hours

OK... and are you on Annual leave? Yes

Do you have a 401K or 457 (this may also be called a deferred compensation plan in some areas)?

You have a 457? OK

What is the current value of your 457? \$180,000 excellent

And your monthly contribution? \$600 that's great!

Your Current monthly salary? \$8600

And your Highest monthly salary.. is that also \$8600?

What is your POFF Value? \$22,000 Good

Can you tell me the balance of mortgage? \$220,000?

How many years left until that is paid that off? 15 years

What's your monthly payment? \$1500 Ok...

Your Spouse?

How old is she? 37

Does she work in the department? No.

Does she have a 401K? Yes... excellent.

DO you know the approximate current value? About \$80,000. Great.

Does her employer do a monthly match on that? Yes. Awesome.

OK. We're almost done.

What life insurance do you have in place? The group plan from the department?

Ok. Anything else?

A term policy for \$100,000? Very good.

(continued)

Do you know when that term plan expires or when you got the policy? You've had it for about 15 years.

Ok. So about 5 years to go. Great.

Who is the insurance company? State Farm?

Ok.

How much do you pay for that? \$60 a month.

And the final question. (which I would only ask if they are not already putting money into a retirement account) If I had to ask you what are you comfortable putting away each month?

Out of sight out of mind for retirement... What would that monthly amount be? \$500?

Ok then. Very good.

That's all I need to start with.

Now that I have all this information I can go back and analyze it and then have our retirement team review this and put together a plan to see if I can help you out.

Since Thursday at 11am seemed to work, and it's your RDO, let's plan on the same time next week?

OK?

Very good. I will see you next week at 11am then.

Have a great week.

And that's it.

That's the first appointment.

Short, sweet and to the point.