SALES DRIVERS

401(k) and retirement plan marketing letters
to get you in the door and keep you there
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INTRODUCTION

Here are 75 letters to help you grow your 401(k) and other retirement plan business. Use the letters to focus and structure your prospecting approaches, dripping campaigns and participant and service follow-ups.

The letters are presented in eight sections, including:

#1 Client approach letters  #5 Cold prospect approaches
#2 Warm prospect approach letters  #6 Dripping on prospects
#3 Referral source letters  #7 Plan participant letters
#4 Plan database prospecting letters  #8 Keeping the business

Recommended use: We suggest that you print out the entire series of letters and punch them into a small three-ring binder with divider tabs so that you have a hard copy for easy access and reference by you and your assistant.

Read through the letters carefully to find those that best suit your business and marketing needs. Incorporate letters from each of the eight sections into a methodical marketing program to enhance your connections and approaches to the widest possible audience for your services.

Each section has 7-14 letters, written as a series so that you can use them in sequential, “wave” mailings to the same person. For example, in Section #6: Dripping on prospects there are 11 letters, each with a different topic or angle, that you can use to keep your name and services in front of a prospect on a monthly basis.

The entire series of letters has been designed as a structured system to help you reach and stay in touch with your prospects, clients, referral sources and plan participants. But always remember that success in selling and servicing 401(k) and other qualified retirement plans requires personal contact. The letters will be most effective if they are part of a process that includes regular telephone conversations and face-to-face meetings.

While letters can be useful tools, the best letters are followed by a phone call. It is phone calls and personal meetings that will get you in the door with a new prospect, stimulate a center of influence to give you a strong referral, and close more sales.

For more ideas about incorporating the Sales Drivers letter system into an overall plan marketing program for your business, refer to our manual, THE PLAN SALES SYSTEM: A Blueprint for Building Your 401(k) and Retirement Plan Business. You will find it described with an order form on pages 91-93 at the end of this document.
A compliance caveat: We have designed these letters to be useful for a wide audience, but they have not been pre-approved by the NASD or by any broker-dealer’s compliance department. It is up to you to be sure that any letter you use is reviewed by your compliance department and to incorporate any changes they may require.

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SECTION #1:  CLIENT APPROACH LETTERS
Introducing your retirement plan services and products to your personal clients

BIG RULE:

**Always** start your retirement plan prospecting with your clients.

Explanation:

You need to recognize that your personal clients represent your most immediate source of plan business. Because you have worked with them in other financial areas, you have a relationship with them and they will be willing to listen to your retirement plan story. You can get through to them on the phone, and they will be happy to go to lunch and share information about their plans.

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