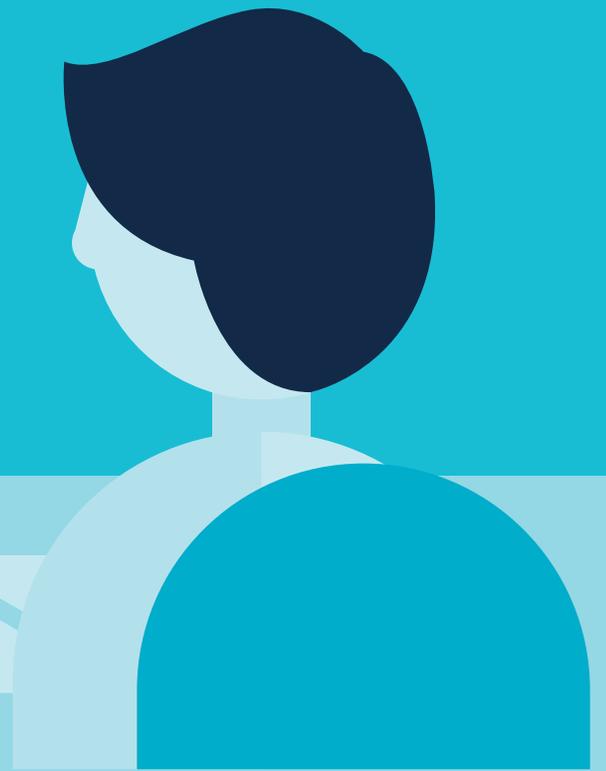


Create a personalized business development plan



You want to show clients your value. But how?

A business development plan can help you differentiate yourself from the competition and gives your client a clearer picture of what you have to offer.

But let's be honest. Creating a personalized plan can seem like a daunting task. So we've broken things down into three more manageable steps:



Set your
business goals



Create a unique
value proposition



Outline your
marketing strategies

Set your business goals

It's time to get creative. Start by asking yourself some questions. Where do you see yourself in six months? One year? Five years?

Answering questions like these can help you organize realistic goals and smaller benchmarks along the way. Let's put the pen to paper and make a visual timeline to help keep it all on track.

Be specific by answering the five W's:

- Who is involved?
- What do you want to accomplish?
- When do you want to achieve your goal?
- Where? (Is location a factor?)
- Why is this important?

Give more substance to your goal by establishing a way to measure your progress.

- How much?
- How often?

Set realistic goals that inspire motivation and won't set you up for failure.

- Do you have the skills, time, resources, etc. to achieve your goals?

Now it's time to commit.

Create a realistic timeline and set benchmarks along the way. Reflect on your progress periodically and push on to the next benchmark to achieve your goal.

Importance	Goal	Scope	Complete by

Importance	Goal	Scope	Complete by
1	Increase gross retirement plan revenue	To \$200,000	December 2018
2	Sell/acquire retirement plans	20	March 2018
3	Sell/acquire 401(k) plans	12	March 2018
4	Sell/acquire defined benefit plans	2	January 2018
5	Sell/acquire nonqualified deferred compensation (nonqualified excess) programs	1	November 2018
6	Sell/acquire individual 401(k) plans	3	March 2018
7	Sell/acquire individual Employee Stock Ownership Plans	2	March 2018
8	Increase gross revenue from existing client (individual) plan rollover business	Increase by \$60,000	December 2018

Create your value proposition

Clients want to know that what you offer is different, and better, than the competition. So let your value proposition speak for you. Plug in your own information and we'll walk you through steps to create a strong statement for your clients detailing your unique offering and how you'll help them achieve their goals.

Step 1: Research your target audience

Who do you work with or maybe a better question to ask ... who do you want to work with?

- › Do you work with individuals, business owners or both?
- › Do you work with clients in a niche market? (i.e., manufacturing, attorneys, physicians, millennials, etc.)

Your **target audience** = _____

Step 2: Identify what your target audience values most (ask them if you don't know)

What are your clients' top challenges/pain points? What problems can you help your audience solve?

List 3-5 challenges:

- › Think about the type of products, services or solutions you offer that could help them.
- › Think about conversations you've had with your clients recently.

What they **value most** = _____

Step 3: Determine your unique offering

What are you really good at? List 3-5 offerings:

- › Think about the products, services or solutions you've been successful with or built your business around:
 - Where is your true expertise? (i.e., estate planning, retirement plan design, leading an investment committee, etc.)
 - What are you most passionate about? (helping small business owners grow, helping single parents get back on their feet, teaching others about personal finance/investing, etc.)
 - What part of your job do you enjoy doing the most? (working with people, analyzing investment options, creating strategic financial plans, etc.)
- › Think about why your clients work with you.

Your **unique offering** = _____

Step 4: Determine the payoff

What specific outcomes are your clients looking for that you can deliver? List 2-3 outcomes:

- › Think about tangible results (real benefits to your clients)
 - Lower volatility, capital preservation and income, tailored solutions to meet your needs.
- › Think about speaking to your clients' hearts (emotions)
 - Ensuring your employees are taken care of, help high net worth individuals build a legacy for their families.
- › Think about speaking to their heads (facts)
 - Fiduciary duty, no commissions, one-on-one employee education.

End **benefit** = _____

You've just created your value proposition. Well, at least in bulleted form.

Here's what yours may look like so far:



Target audience: business owners/participants



Your unique offering: education, nationally recognized and proven process



What they value most: investments, low costs, local service, helping employees retire/reaching retirement with enough to do what they want, support from me and easy to use tools



End benefit: access to quality investments and keeping total plan costs at a reasonable price/guiding participants on a path toward a successful retirement



Now, turn it into something you'd say, include in an online profile or put in your marketing materials:

As a retirement plan advisor, I instill confidence in plan trustees, corporate staff and 401(k) participants by partnering with you through each step of our nationally recognized and proven process. I believe in making a difference in employees' lives by helping guide them on a path toward a successful retirement, so I always start with education — educating you about plan design options, investment selection and monitoring and plan governance. I'll then help educate your employees and motivate them with informative and personalized, easy to use tools to transform their financial behaviors, while giving you access to quality investments and keeping total plan costs as reasonable as possible without sacrificing service.

Outline your marketing strategies

Let's enter the world of marketing. With so many outlets, it's sometimes impossible to know where to begin. A marketing strategy creates a framework to guide you through what to say, how to say it and who to say it to. First identify your target audience(s). Then determine the best way to reach them. And do it better than your competitors!

Strategy	Description of activity	Involved individuals	Desired results/timing
Prospecting	Popular plan		
	Successful plan		
	Fee levelization		
	401(k) benchmarking		
	Cold/warm call		
	Prospecting letter/email		
	Fiduciary review		
	Plan costs		
Referral/cross-sell	Establish referral relationship with (list specific teams/firms for each): A. Financial professional team B. Law firm C. CPA firm		
	Establish cross-sell marketing program with insurance companies. Use the following tools and resources, be specific: A. Larkspur or other prospecting list B. Introduction letter from insurance company account executive C. Personal introduction from insurance company account executive		
Event-driven marketing Build relationships with DCIOs, recordkeepers, etc. to bring valuable information that will:	Fiduciary responsibility		
	Benchmarking your financial professional		
	Total retirement solution outsourcing		
	Seminars/webinars		
	<ul style="list-style-type: none"> • Help plan sponsors manage their programs more effectively • Show your clients and prospects that you and your team are valuable and competent partners 		

Strategy	Description of activity	Involved individuals	Desired results/timing
Online presence*	Social media: • Facebook • Twitter • LinkedIn • Other		
	Blog		
	Website		
Unique/niche markets	Tax-exempt organizations		
	Professional service firms		
Local advertising Build awareness and create interest	Sponsorship		
	Speaking opportunities: • Rotary • Chamber of commerce • Other		

* Be sure to follow your firm's social media guidelines.



Social media isn't just for fun — it can open doors to increase your business and prospecting efforts. Make it easy for people to contact you!



Start a blog to show off your skills and write about stuff you already know. Or put a new twist on an old concept.

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