

RPAG

Unrivaled Prospecting Strategies

RPAG Summary

We're the industry's leading platform designed for elite advisors and institutions. We help create successful outcomes by protecting plan fiduciaries and engaging plan participants.

Service & Support

- Onboarding
- Customer Success Team
- Ongoing training and support

Unique Solutions

- WellCents
- Low Cost CITs
- flexPATH TDFs

Scale & Efficiency

- Top rated systems for IDD, Benchmarking and more
- Data integration with all RKs
- Workflows and scheduling

\$800B

In Assets Under Influence

7 M

Plan Participants

80 K

Plans Served

#1

NAPA's Top Advisory Firms

Retirement Advisors' Biggest Concerns

Growing Book
of Business

Retaining
Clients

Time
Efficiency

Scalable
Processes

Leveraging
Tech
Platforms

Competitive
Differentiators

Fee
Compression



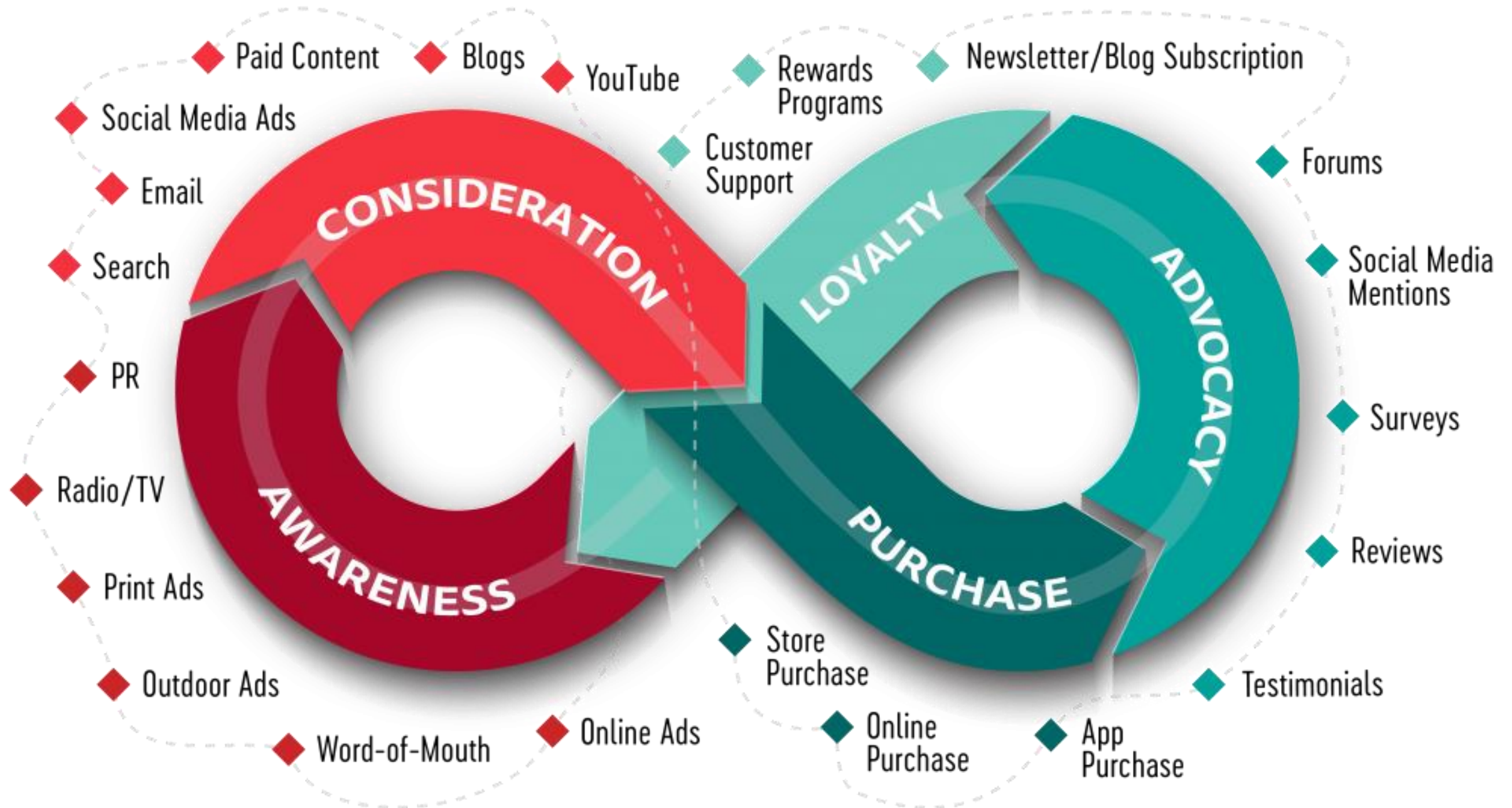
The New Marketing Cycle



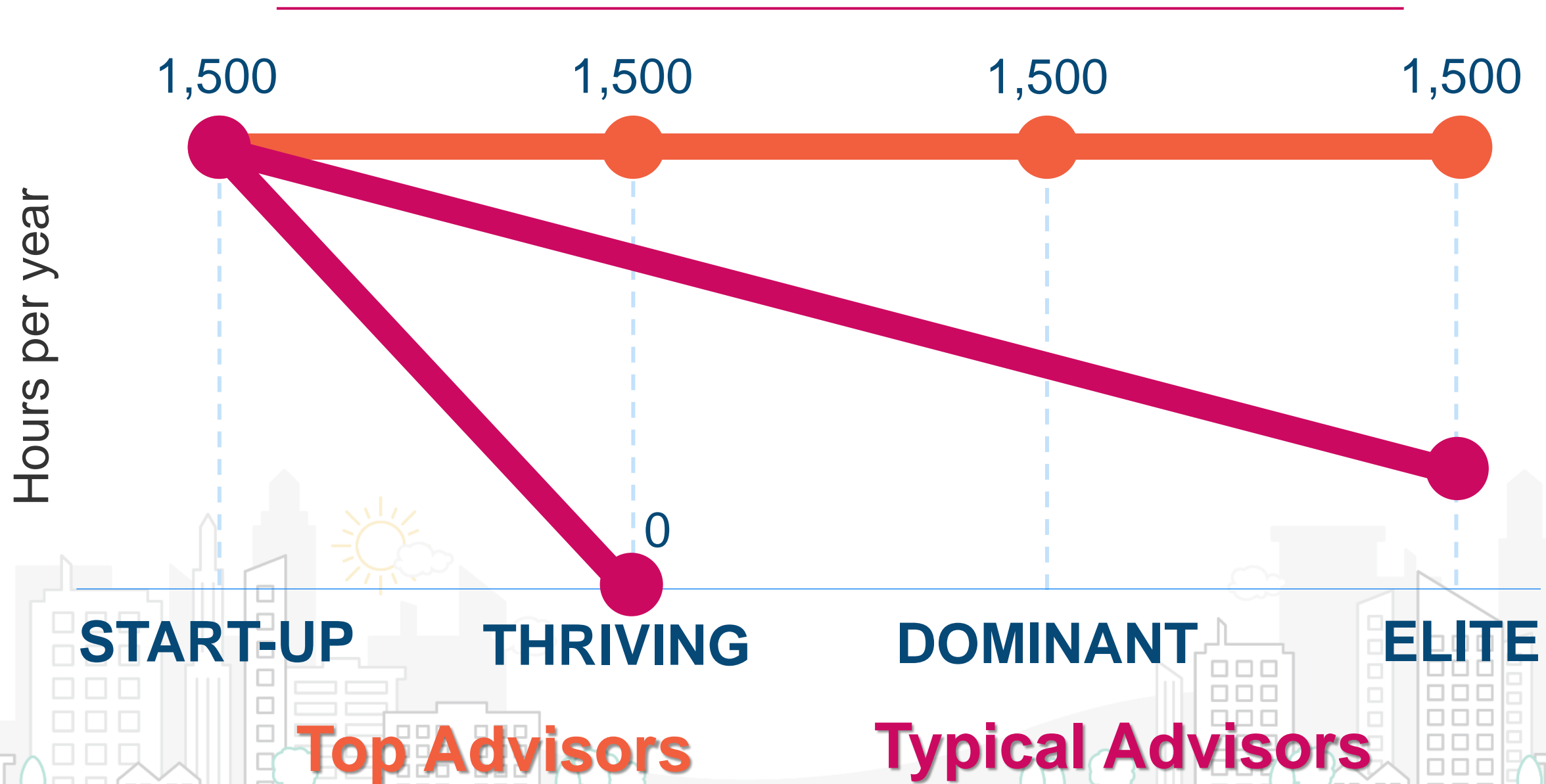
The Old Marketing Funnel



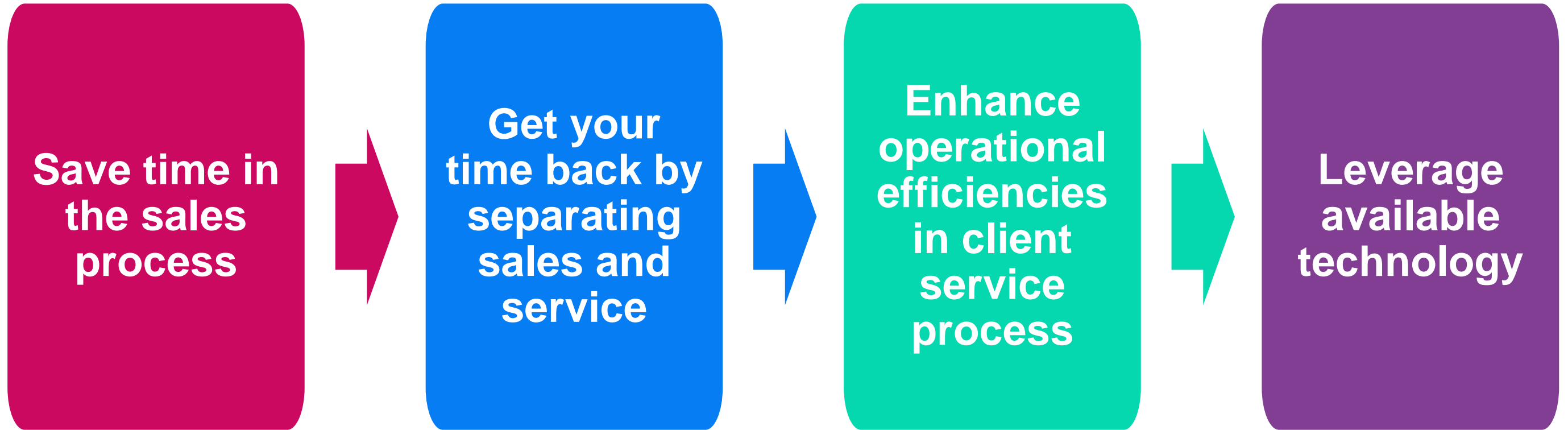
The New Sales and Marketing Loop



TIME SPENT PROSPECTING



Time Saving Solutions





Filling the Pipeline



MARKETING PLAN

- Finalize your target market
- Create a suspect list
- Commit resources (time) to market
- Modes of marketing
- Allocation of time
- Finalize your marketing plan
- Make a great first impression

TRUST THE PROCESS

20

NEW & EXISTING
REFERRAL
SOURCE
MEETINGS PER
MONTH

20

HOURS SPENT
RESEARCHING
5500S AND DATA
GATHERING

100

NEW
PROSPECT COLD
CALLS OR EMAILS
PER MONTH

2-4

DRIP CAMPAIGN
EMAILS TO
PROSPECTS
PER MONTH

80-120 hours per month spent on sales and marketing activities.

But how do you find the time?

TOOLS OF THE TRADE



- Larkspur Executive
- Larkspur Pro



CREATING LISTS IN LARKSPUR

Target plan criteria using Advanced Search

Best Practices (Selecting Criteria):

- Be **selective enough** to remove plans you don't want, but **not too selective** that you remove too many plans
- When setting location, search by **miles around your zip code**
- Make sure to click "**Key Executives with Email Available**" so you're able to market to plan decision-makers
- Make sure to select **plan codes** (see circle #2)
- Set **asset ranges** (Ex: From \$5m - \$150m)

EXPORTING LISTS IN LARKSPUR

Some Key Export Criteria:

- Company name
- Sponsor signature
- EIN
- Total participants
- Total plan assets
- Admin fees
- Overall plan rating
- Service providers

SAMPLE LARKSPUR EXPORT

	A	B	C	D	E	F	G	H	I	J
1	Signor	Plan Sponsor Name	City	State	EIN	Assets	Total Contributions	Participants w/ Bal	Phone	Recordkeeper
2	MIRANDA GENDI		IRVINE	CA	273201111	\$96,648,740	\$ 14,879,008	1652	9494381400	THE VANGUARD GROUP Incorporated
3	SCOTT CONANT		ONTARIO	CA	611685759	\$92,314,153	\$ 10,912,112	877	9092963400	WELLS FARGO BANK, N.A.
4	CORY ALDRICH		ORANGE	CA	952746122	\$91,159,497	\$ 6,768,243	1698	7146396750	MASSACHUSETTS MUTUAL LIFE INSURANC
5	RICHARD SCHIRTZER		LOS ANGELES	CA	954004138	\$89,227,199	\$ 9,302,927	745	2134433000	MERRILL LYNCH PIERCE FENNER AND S
6	DAVE HARRIS		SAN BERNARDINO	CA	952586175	\$85,891,356		952	9097335000	PRUDENTIAL RETIREMENT INSURANCE AN
7	DEAN SHIGENAGA		PASADENA	CA	954502084	\$85,884,623	\$ 9,965,831	488	6265780777	FIDELITY INVESTMENTS
8	BLAS F. ALVAREZ		NEWPORT BEACH	CA	953347002	\$85,459,470	\$ 3,894,315	194	9497254000	ONEAMERICA RETIREMENT SERVICES LLC
9	MEGAN E. GLISE		RIVERSIDE	CA	330712701	\$74,921,730	\$ 4,705,143	884	9516485110	T. ROWE PRICE TRUST COMPANY
10	SARINNA CALLEJA		TORRANCE	CA	953243785	\$74,015,237	\$ 1,440,607	398	3109522000	MERRILL LYNCH PIERCE FENNER AND S
11	RAUL MARQUEZ		MISSION VIEJO	CA	952794408	\$69,463,232	\$ 5,518,498	161	9493649000	JACKSON NATIONAL LIFE INSURANCE COM
12	MICHAEL POMPAY		CITY OF INDUSTRY	CA	954313271	\$63,639,826	\$ 7,282,098	1378	6263363636	TRANSAMERICA FINANCIAL LIFE INSURAN
13	KEITH MIYAMOTO		WHITTIER	CA	680663909	\$62,425,636	\$ 3,779,535	234	5627895401	MASSACHUSETTS MUTUAL LIFE INSURANC
14	ARMEN CHALIAN MD		SANTA ANA	CA	330557529	\$56,903,946	\$ 2,708,996	50	7146195383	
15	RICK ROBERTSON		IRVINE	CA	943127998	\$56,491,476	\$ 8,278,616	537	9492421345	GREAT-WEST LIFE & ANNUITY INSURANCE
16	JOHN WAHLIN		RIVERSIDE	CA	952157337	\$52,515,658	\$ 4,404,207	470	9516861450	GREAT-WEST LIFE & ANNUITY INSURANCE
17	LENA GOFF		LOS ANGELES	CA	953292015	\$52,512,189	\$ 1,575,154	89	2136268484	
18	MARK CHEN, M.D.		IRVINE	CA	952592769	\$51,964,524	\$ 1,719,125	36	9496453534	
19	DAVID I. LESSER		PASADENA	CA	954599059	\$51,869,957		11	6265855920	
20	CAMERON BOSWELL		PASADENA	CA	950563800	\$51,830,547	\$ 7,549,711	1285	6265833000	WELLS FARGO BANK, N.A.
21	JACOB GREGORY		RANCHO CUCAMONGA	CA	952648289	\$50,635,086	\$ 2,537,386	421	9094664410	STANDARD INSURANCE COMPANY
22	RONALD ROBINSON		TORRANCE	CA	320437628	\$50,222,043	\$ 5,091,574	227	3104871996	
23	LISA ALONSO		IRVINE	CA	330091377	\$45,283,030	\$ 3,930,544	264	9494070700	FIDELITY INVESTMENTS INSTITUTIONAL
24	ANNA MARIE LOPEZ		LOS ANGELES	CA	954871957	\$45,131,967	\$ 2,052,243	79	2134301000	
25	CHAO SUN		RIVERSIDE	CA	330686333	\$43,796,893	\$ 1,876,752	171	9516873400	ALLIANZ LIFE INSURANCE COMPANY OF NO
26	GEANNA STRINGAM		CARSON	CA	952874203	\$43,735,143	\$ 3,040,491	520	8004211244	MASSACHUSETTS MUTUAL LIFE INSURANC

EMAIL TOOLS

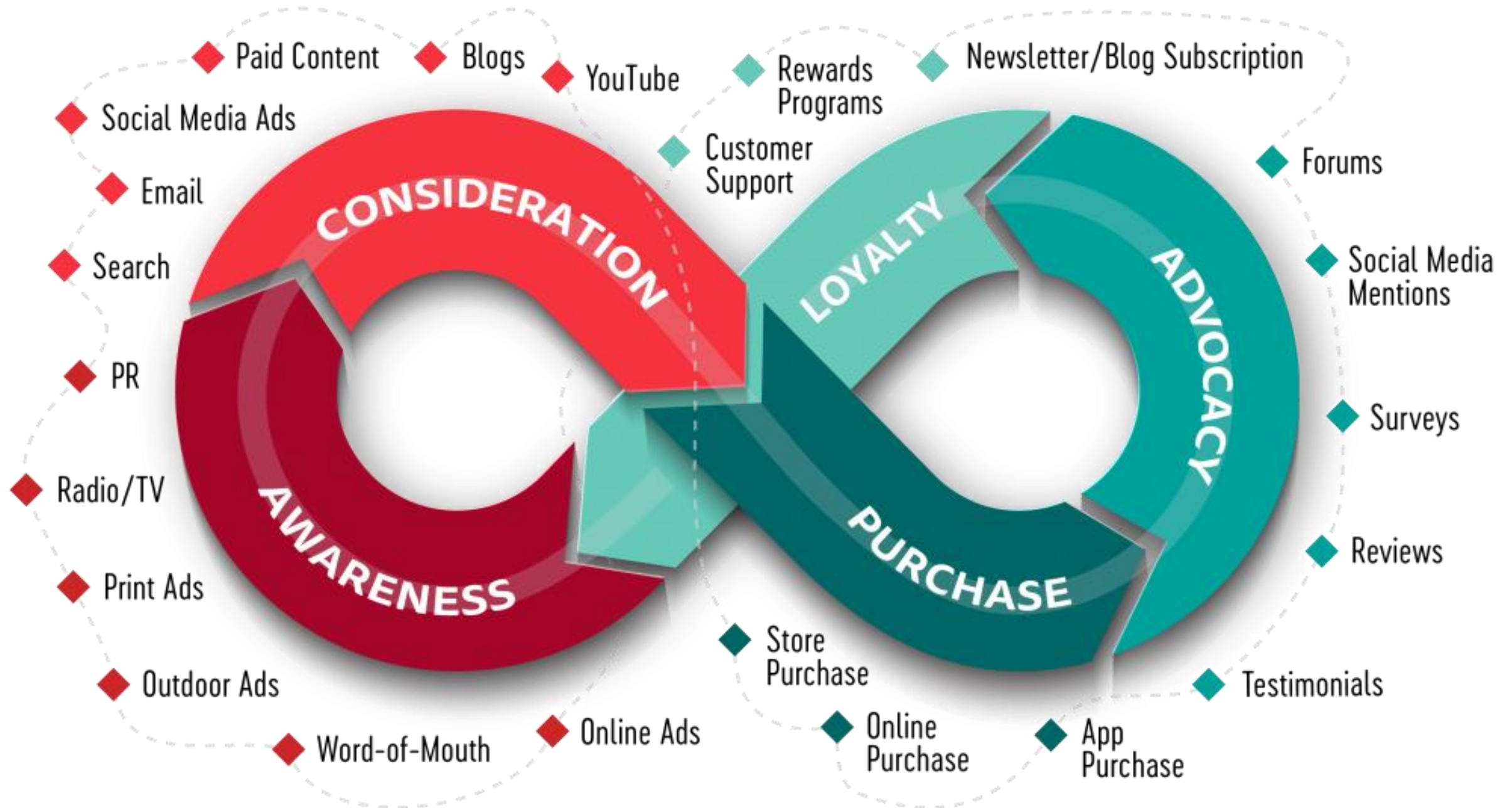


- Larkspur Pro



1. Discounted pricing for RPAG members only

The New Sales and Marketing Loop



TARGETED EMAIL PLAN

1. Specialized Search (location, plan demos, funds)
2. Create Email Templates (or use RPAG templates, eg TDF Red Flag Templates)
3. Send Emails to list using automation tool
4. Analyze results
5. Follow-up cadences
6. Put “no-response” back into Marketing Cycle



Sales Strategy



KNOW YOUR CUSTOMER

One

- Do you have a problem?

Two

- How big is it?

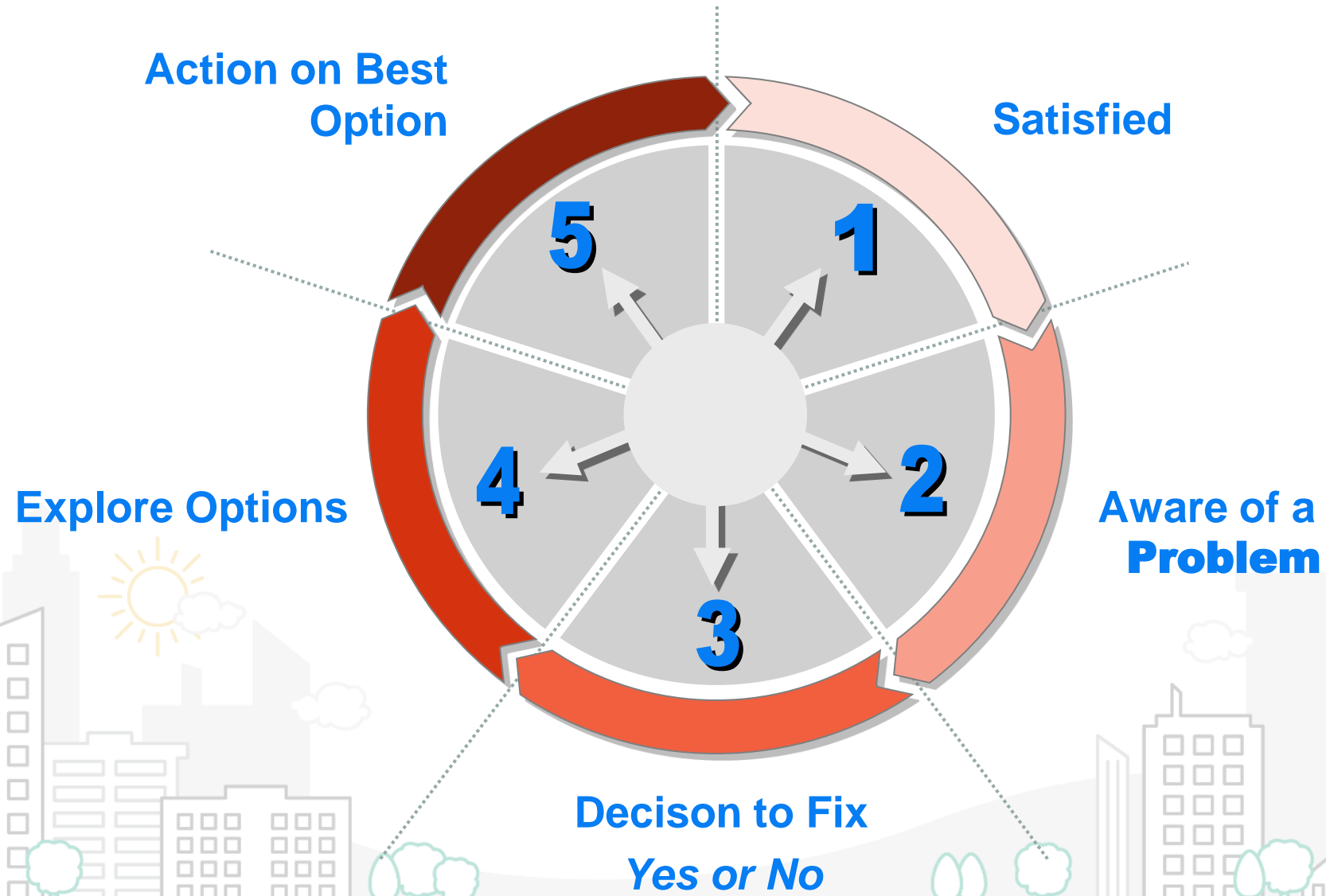
Three

- What are the costs, consequences or risks of staying the same?

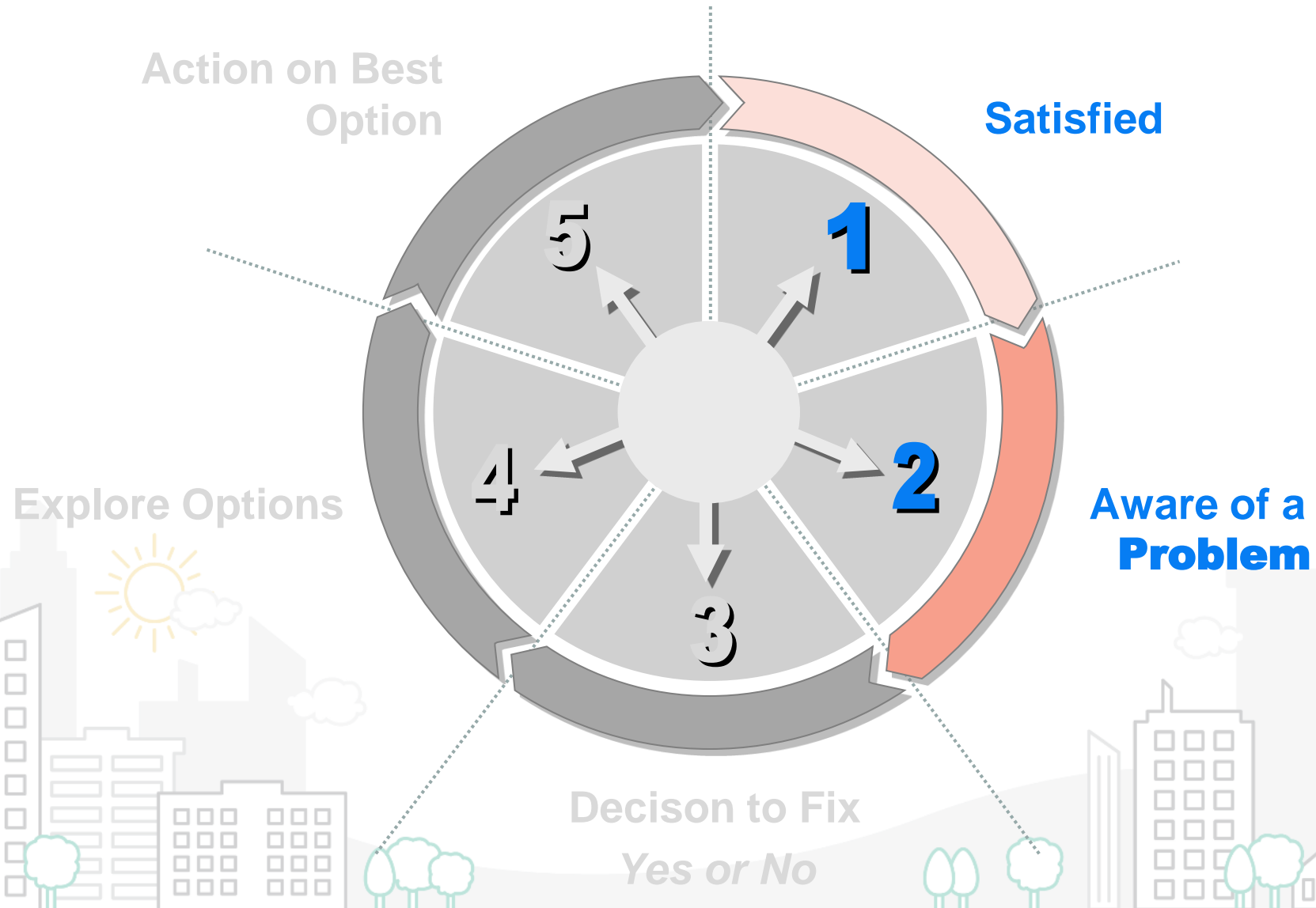
Four

- Who else is impacted?

THE SALES CYCLE

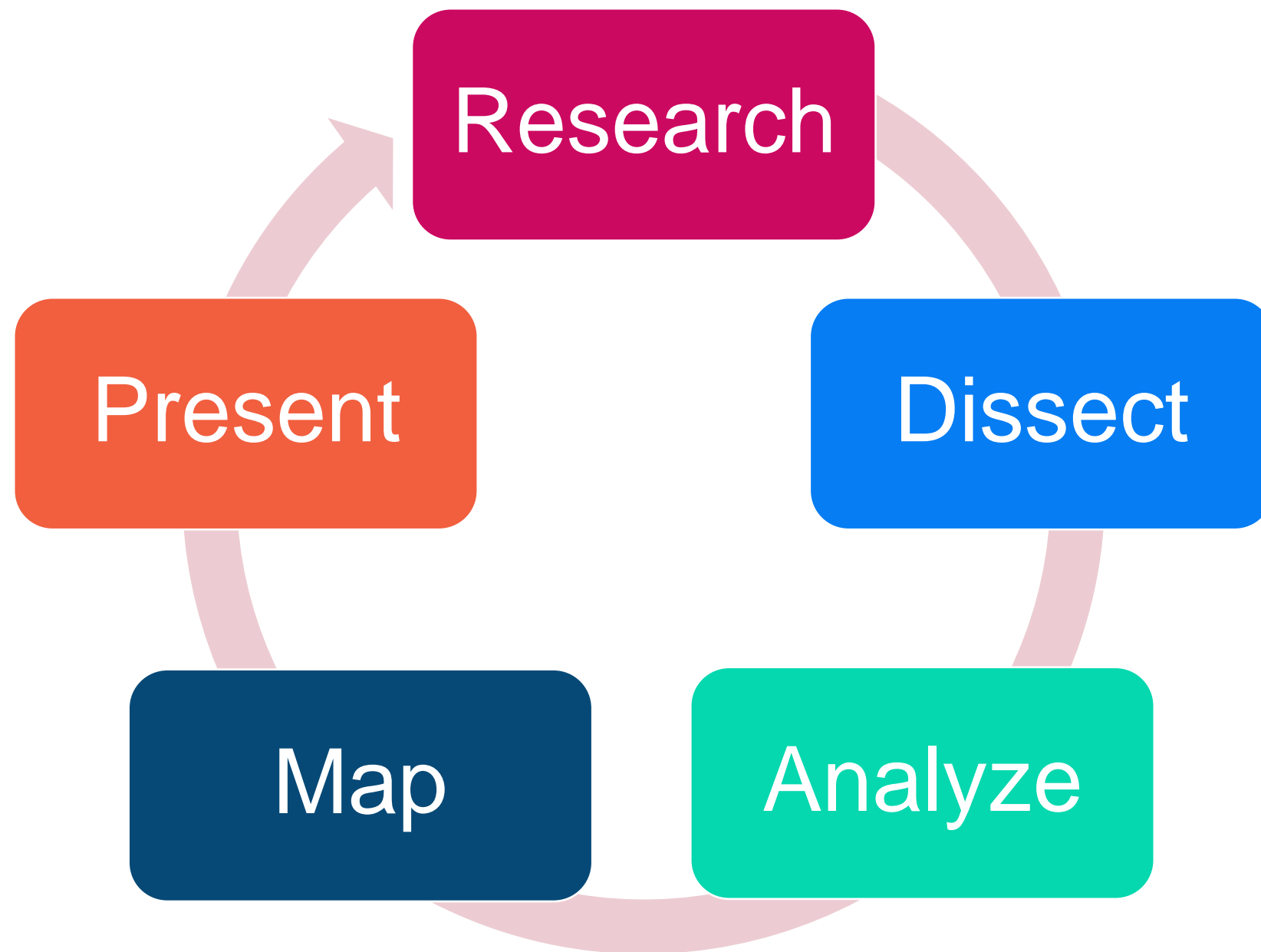


THE SALES CYCLE



FIRST MEETING STRATEGY

- Research the organization's 5500
- Dissect, highlight, and trim down PDF of the 5500
- Create "export lineup" analysis
- Create mapping
- Create a deck with findings



GOAL OF THE 1ST MEETING

Create a “coach”

- You will make their job easier
- You will be easy to work with
- You will make them look good in front of their boss
- You will make the plan better

What the “Coach” will do

- Wants you to win
- Provides more information
- Provides more insight
- Is your advocate
- Is a decision-maker or trusted by decision-makers

GOAL OF THE 1ST MEETING

Get a 2nd meeting!



WHAT TO PREPARE AND BRING TO THE FIRST MEETING?



Pitch Deck



Sample deliverables



Marketing pieces



**Important questions
you've prepared**



**Information sharing
request letter**

FIRST MEETING AGENDA

Who you are and how you got to this point

- You work with many clients of their size, mention a couple

Who they are and how their plan got to where it is

- How long ago and how did they choose their provider?
- How long ago and how did they choose their advisor?

How you will help them grow

- Let them know most of your new clients have come from plans that have grown from xxxx to xxxx

Create a “takeaway” for you to provide some initial value and come back for a second meeting:

- Investment review
- Plan design review
- **Fee benchmarking review**

Action Items

People fix big problems, not small ones



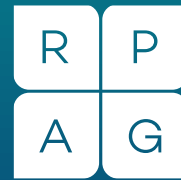
Know Your Customer



Review Your Tech Stack

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