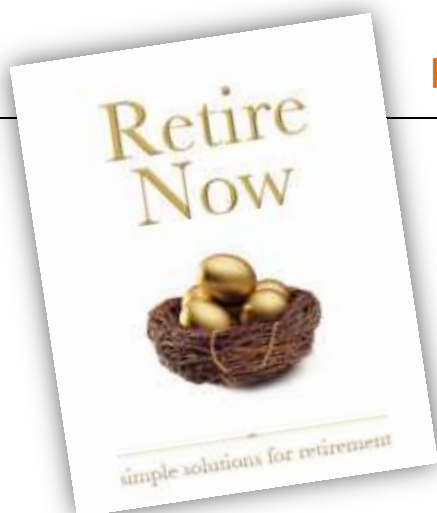


# THE COMPLETE SALES SYSTEM



## Retire Now Seminar FORMS AND PROCEDURES





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### RSVP GUIDELINES & INSTRUCTIONS (for the Receptionist)

#### **TAKING THE RESERVATION**

- 1) The first question to ask when anyone calls regarding an event is their last name, confirm the spelling with the caller ID. To complete any reservation you must have their name, spouse name, address & phone number.
- 2) The second question to ask is how did you find out about our event (or us)? If it was through an ad, ask them where they saw the ad. If through referral, get the name of the person that referred. If they got something in the mail, ask about the invitation (was it recent, was it a postcard, invitation style, etc.). Enter this in ACT in the *Referred By* section.
- 3) You might also ask for date of birth, we are just looking to see that the person attending is 45yrs or older so that the seminar will benefit them, it is for people that are retired or nearing retirement only.

- 4) Confirm that this is their first seminar with you.

### GENERAL INSTRUCTIONS

- 1) Single ladies are not encouraged/permitted to bring their friends to a seminar, we have found that doing so does not produce a prospect or an appointment – just an entertaining social hour and free meal. They should come alone or with a family member who is at least 40.
- 2) Existing clients can come to as many seminars as they want and they can always bring friends/referrals. That has almost always resulted in either a new customer or a lot of good will.
- 3) New prospects cannot bring family or friends to our seminars (unless it's a husband or wife). However, if you feel they are really interested, they can come on different days but not together.
- 4) The seminars are for the person(s) /household that received the invitation ONLY.
- 5) Seminars cannot hold more than 40 people total.
- 6) Anyone wanting to come to a seminar must have NEVER been to one in the past, unless it's a current client.
- 7) If someone calls & asks to be removed from the mailings, please

email your database person their information to add them to ACT as an X-prospect.

### **CONFIRMING THE RESERVATION**

- 1) When confirming the seminar 1-2 days before the event, make sure to tell them how many seats you have reserved for them, so they are clear that they cannot bring a guest without an approved reservation.
- 2) Create the appointment calendar for the seminar showing Advisor availability 4-6 weeks out . [Do not overbook 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> appointments or reviews with Clients. ]



## SEMINAR SET-UP AND PROCEDURE GUIDELINES

### **ARRIVAL AND SET UP** *(assumes a 6:30 p.m. start time)*

- 1) At 6:00 p.m. (or earlier) - A designated person (usually your appointment person) arrives and sets up the room.
  - a. Set up the seminar on the laptop
  - b. Make sure it is properly connected to the projector (test to make sure)
  - c. Set up the check-in table. Set out marketing materials on an adjacent table (brochures, magazines, business cards, etc)
  - d. Set up banners and posters
  - e. Confirm your dinner arrangements with the designated wait staff member
- 2) At 6:15 p.m. – Your appointment person is staged at the check-in table for early arrivals.
- 3) Each couple is provided 1 Seminar Data Form and a pen.

- 4) Room is set up according to how many are planning to come (i.e. 7 round tables of 6)

### **DURING THE SEMINAR** *(6:30 thru serving of dinner)*

- 1) Seminar begins at 6:45 – NO LATER
- 2) Appointment Person waits outside the room for latecomers. To avoid distraction and provide courtesy to those who arrived on time, do not allow people to come in past 7:00 p.m.
- 3) Seminar presenter (Advisor) is introduced by another staff member before seminar starts.
- 4) Seminar should end by 7:30 or 7:45
- 5) At the end of the seminar, Advisor asks everyone to complete their seminar data forms BEFORE dinner is served and someone (your appointment person) will come around to collect them.
- 6) Appointment Person goes to each table to collect forms before dinner is served.
- 7) Dinner is served

### **APPOINTMENT SETTING** *(shortly before or during dessert)*

- 1) Recall in your Seminar script that we suggest the Advisor does not take questions in the middle of the presentation, so when dessert is on its way out or is already out, Advisor and another designated staff member goes around to each table to take questions. Appointment person follows or is easily accessible with 5-6 weeks of calendar openings.
- 2) Appointment person can also go to each table and say” Thank you all for coming, was there anyone at this table who checked yes on their data form and would like an appointment with \_\_\_\_\_”
- 3) It is very important that your appointment person is trained to set appointments from each table before anyone has the chance to leave.
- 4) If they make an appointment they get a 1<sup>st</sup> appointment folder (preferably the Retire Now Kit) which has a financial data form and 1<sup>st</sup> appointment letter.
- 5) The appointment person is to move fast, not answer financial questions, and make sure the whole room is seen before they get the chance to leave. It’s much harder to get the appointment on the phone the next day.



### **FOLLOW-UP**

- 1) When the appointment person gets back to the office, she/he enters all the appointments and customer information in ACT (or other database you use) and sends out the 1<sup>st</sup> appointment letters (if one was not provided to them at the seminar) and an email to those who made appointments. If someone is going to cancel, you want to know asap, which is why you are thorough with your confirmation communications.

# SEMINAR FORMS

# Forms & Procedures Retire Now Seminar

SEMINAR DATE: \_\_\_\_\_

## RETIREMENT PLANNING SEMINAR

NAME: \_\_\_\_\_ SPOUSE: \_\_\_\_\_  
DATE OF BIRTH: \_\_\_\_\_ DATE OF BIRTH: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
HOME PHONE: \_\_\_\_\_ WORK PHONE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

SAMPLE

### 1. TOPICS THAT I ENJOYED:

Quality of the information     Case studies and examples     Professional expertise of presenter

### 2. TOPICS I WOULD LIKE TO DISCUSS IN MY APPOINTMENT:

Tax-deferred investing     Tax-reduction strategies  
 Retirement strategies     Cash management  
 Estate conservation     Risk management  
 Long-term Care     Investment strategies

### 3. CURRENT AVAILABLE INVESTABLE ASSETS:

< 250k     250k-500k     500k-1,000,000     1,000,000+

### 4. NAMES OF PEOPLE WHO YOU THINK MAY BENEFIT FROM THIS PRESENTATION:

Name	Address/City/State/Zip	Phone Number
_____	_____	_____
_____	_____	_____
_____	_____	_____

*Free Consultation — A FREE, No Obligation consultation is offered to those attending this seminar*

\_\_\_ Yes, I would like a FREE, No Obligation consultation  
\_\_\_ No, I am not interested at this time, but please add me to your mailing list

**Appointment** (Please circle the best day & time for you)

Monday	9:00am	10:00am	11:00am	1:00pm	2:00pm	3:00pm	4:00pm	5:00pm
Tuesday	9:00am	10:00am	11:00am	1:00pm	2:00pm	3:00pm	4:00pm	5:00pm
Wednesday	9:00am	10:00am	11:00am	1:00pm	2:00pm	3:00pm	4:00pm	5:00pm
Thursday	9:00am	10:00am	11:00am	1:00pm	2:00pm	3:00pm	4:00pm	5:00pm

Insert Broker Dealer, Memberships, Registrations etc. here.

## SEMINAR CALENDAR

**All About Retirement**  
Retirement Planning Services, Ruth Chris, Annapolis

	Monday	Tuesday	Wednesday	Thursday	Friday
9:00		9:00	9:00	9:00	9:00
10:00		10:00	10:00	10:00	10:00
11:00		11:00	11:00	11:00	11:00
12:00		12:00	12:00	12:00	12:00
1:00		1:00	1:00	1:00	1:00
2:00		2:00	2:00	2:00	2:00
3:00		3:00	3:00	3:00	3:00
4:00		4:00	4:00	4:00	4:00
5:00		5:00	5:00	5:00	5:00
6:00		6:00	6:00	6:00	6:00





**RetirementPlanning**  
Services Incorporated

Appointment Date:

Appointment Time:



***We are delighted that you have chosen to visit with us!***

Since this will be our first meeting, I know you will have questions about our approach to financial planning. I will be glad to respond to those areas and would also like a few minutes to review our planning philosophy with you. These insights can help us determine if we are comfortable working together.

At this meeting we will discuss ways to potentially help you:

- Structure your assets for retirement
- Become more tax efficient
- More properly diversify your investments
- Determine needs for insurance coverage
- Check your beneficiaries

Please fill out the enclosed questionnaire and bring a copy of the items listed on the next page. If you cannot get all the items listed on the next page together, please just do your best to accurately fill out the data form. To make the most of our time, we ask that you disclose what you are comfortable with so our planning team can give you the best appointment possible.

I look forward to meeting you and begin what I believe will be one of the most important steps in your successful retirement.

Sincerely,

SAMPLE

Michael A. Steranka, CEO

*There is NO cost or obligation for this initial consultation.*  
8530 VETERANS HIGHWAY, 2<sup>ND</sup> FLOOR, MILLERSVILLE, MD 21108  
TEL: 443-308-5200 FAX: 410-451-2864  
WWW.RPS123.COM INFO@RPS123.COM

SECURITIES OFFERED THROUGH BROKER DEALER FINANCIAL SERVICES CORP. MEMBER FINRA & SIPC. ADVISORY SERVICES OFFERED THROUGH INVESTMENT ADVISORS CORP., AN SEC REGISTERED INVESTMENT ADVISOR.



**Retirement Planning**  
Services Incorporated

# SAMPLE

### ITEMS TO BRING TO THE MEETING:

- ANNUITY STATEMENTS
- BANK STATEMENTS
- BROKERAGE STATEMENTS
- MUTUAL FUND STATEMENTS
- OTHER INVESTMENT ACCOUNT STATEMENTS
- SOCIAL SECURITY BENEFITS STATEMENTS
- ESTATE PLAN DOCUMENTS
- INSURANCE POLICIES
- LAST YEAR'S TAX RETURN
- MORTGAGE INFORMATION
- PENSION PLAN DOCUMENTS
- RETIREMENT PLAN DOCUMENTS
- ITEMS YOU HAVE QUESTIONS ABOUT

### WHERE WE ARE LOCATED:

Our office is located on Veterans Highway next to the intersection of Benfield Boulevard and I-97.



8530 VETERANS HIGHWAY, 2<sup>ND</sup> FLOOR, MILLERSVILLE, MD 21108  
TEL: 443-308-5200 FAX: 410-451-2864  
WWW.RPS123.COM INFO@RPS123.COM

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# Forms & Procedures Retire Now Seminar

[front page]

## FINANCIAL PLANNING ANALYSIS

**COMPLETE THIS FORM AND BRING IT WITH YOU FOR YOUR 1ST APPOINTMENT**

1. Please print and if you are not sure about a question please leave it blank.
2. Please use approximate values - round to the nearest thousand.
3. Please return this form with last year's tax return.

**Client Information**

Name: \_\_\_\_\_ Date Completed: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Home Phone: \_\_\_\_\_  
 Occupation: \_\_\_\_\_

**Spouse Information**

Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Occupation: \_\_\_\_\_

**AGREEMENT TO REVIEW, ADVISE AND COUNSEL ON CREDIT CHOICES (OPEN END)**

Name of Bank	Limit of Loan	Interest Rate	Amount Loan	Amortization Schedule

[back page]

**FINANCIAL PLANNING ANALYSIS (Continued)**

**Assets (Performance Government, etc.)**

Asset	Account Holder	Market Amount

**Liabilities**

Item	Due	Interest Rate	Amount Owed	Amortization Schedule

**APPROXIMATE VALUE OF PERSONAL PROPERTY (Household goods, jewelry, cars, etc.)**

Item	Value

**FAMILY BUSINESS (Provide name, value, and how it is held - is it a corporation?)**

ENTIRE AGENT \_\_\_\_\_

WHAT ARE YOUR PRIMARY FINANCIAL CONCERNS?

APPROXIMATE ANNUAL EXPENSES

APPROXIMATE CASH FLOW (Make sure you have the following items for your financial statement)

- PROPERTY TAXES
- HOUSING EXPENSES
- MONTHLY FIRE INSURANCE
- SOCIAL SECURITY RETIREMENT
- RETIREMENT ANNUITY RECEIPTS
- LIFE INSURANCE PREMIUMS AND STATUSES
- LAST YEAR'S TAX RETURN

Note: a full size sample of this 4-page folded form is provided in your Retire Now Kit.

**IRA ACCOUNTS, ANNUITY ACCOUNTS AND OTHER RETIREMENT ACCOUNTS**  
(Please bring in most recent statement reports)

Location of Account (Check, Broker, Employer)	Type of Account (401k, 403b, IRA, etc.)	Approximate Market Value	Account Holder

What do you plan to retire? \_\_\_\_\_

**STOCKS AND BOND CERTIFICATES**  
(Please bring in most recent statement reports)

Name of Stock/Bond	Number of Shares	Approximate Market Value	Account Holder

**MUTUAL FUND AND/OR BROKERAGE ACCOUNTS**  
(Please bring in most recent statement reports)

Name of Brokerage Firm or Mutual Fund	Approximate Market Value	Account Holder

**REAL ESTATE AND RESIDENCE**

Property Address	Owned Cost	Approximate Market Value	Debt (Mort)

**FAMILY BUSINESS / PARTNERSHIPS**

Name of Corporation	Type of Investment	Amount Invested	Market Value

**LONG TERM CARE**

Insured	Monthly Benefit / Premium Amount

**LIFE INSURANCE**  
(Please bring in policies and latest statements)

Company Name	Insured	Type of Insurance	Cash Value	Death Benefit

*We take the issue of privacy very seriously. We want to assure you that we protect your security, privacy and confidentiality regarding any information that you share with us.*

[center pages]



# Forms & Procedures Retire Now Seminar



Simple solutions for retirement.

## RETIRE NOW KITS RE-ORDER FORM

### 15-KIT PACKAGE

**\$300**

*Includes*

- 15 2-pocket Retire Now folders
- 15 14-pg Retire Now Workbooks
- 15 4-pg 1st Appt Data Forms
- 15 64-pg Social Security Guidebooks

**Billing Address**    Check here if Bill To is same as Ship To

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Day Phone: \_\_\_\_\_

**Ship to Address**

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Day Phone: \_\_\_\_\_

**Payment Method**

Visa \_\_\_ MasterCard \_\_\_ Amex \_\_\_ Other: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Card Number: \_\_\_\_\_  
 Security Code (on back of card): \_\_\_\_\_  
 Expiration: \_\_\_\_\_  
 Signature: \_\_\_\_\_

FAX OR EMAIL ORDER TO:  
 Fax: 612.294.1865  
 c.geist@firstincomeadvisors.com

Description	Price Per 15- Pak	Qty	Total Charges
15-Pak RETIRE NOW KITS	\$300.00	_____	\$ _____
<b>PRODUCT TOTAL</b>			\$ _____
<b>Shipping &amp; Handling</b> – no charge for ground service (Call our office for 2 <sup>nd</sup> day or overnight services)			\$ _____
<b>ORDER TOTAL</b>			\$ _____

First Income Advisors 6400 Flying Cloud Drive, Suite 212, Eden Prairie, MN 55344

THE COMPLETE SALES SYSTEM 



**Retire Now** Seminar Signage

### Download Instructions for your Seminar

You will receive an email with a YouSendit Link.



Click on the Link to start the download.

After downloading the .zip archive from YouSendIt, please follow these steps to display the presentation:

1. Navigate to the directory where you saved the .zip archive.
2. Click the .zip file and select “Extract All...”
3. Double click “<presentationname>.exe” to launch presentation.
4. Navigate presentation by using the Page Up key to advance or Page Down key to reverse, or by clicking the left mouse button (to advance).

**Your password is: FIA**