

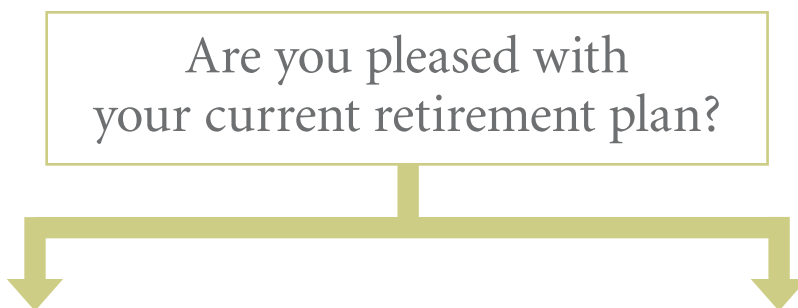
Make-the-appointment decision tree script

Introduction

Hello, **[PROSPECT'S NAME]**. My name is **[YOUR NAME]** and I'm with **[FIRM]**. I specialize in retirement plans for businesses like yours. Last week, I sent you a **[POSTCARD/LETTER]** regarding **[TOPIC]**.

OPTIONAL: Ask about their thoughts on the postcard's or letter's topic.

Basically, I just wanted to introduce myself, touch base and ask —



If no, not satisfied

What are your key areas of concern (investment results, plan costs, recordkeeping, participation, administration, education, etc.)?

I'd be happy to come out and talk with you about ways to resolve those issues.

Are mornings or afternoons a better time for us to meet?



If yes, satisfied

That's great. Let me ask you: how would you rate your current provider with regard to investment results? Recordkeeping and administration? Employee education? Costs?

IF THIS STRATEGY UNCOVERS A CONCERN, MAKE AN APPOINTMENT. OTHERWISE, PROCEED TO ONE OR MORE OF THE "KEYS TO UNLOCKING OPPORTUNITY" (on the following pages).

Ending the call

If a meeting has been arranged

Let me ask you a few questions now so that I can come prepared.

- How many employees do you have?
- Where are they located? (Multiple locations?)
- What are the assets in the plan?
- Who is your current provider?
- If you could make changes, when would you hope to implement them?

CONFIRM MEETING DAY, TIME AND LOCATION

Thank you for your time, **[NAME]**. I look forward to seeing you on **[DATE]**.

If a meeting has not been arranged

Do you mind if I stay in touch with you from time to time to see how you're doing and to update you on trends in the retirement plan marketplace?

Thank you for your time, **[NAME]**. Let me give you my name and number in case you ever need it.

FOLLOW UP WITH A NOTE AND A BUSINESS CARD.

Investments are not FDIC-insured, nor are they deposits of or guaranteed by a bank or any other entity, so investors may lose money.

Keys to unlocking opportunity

Just because prospects say they're satisfied with their current plan doesn't mean you're locked out. In many cases, there really *is* business to be gained, but you may not have asked the right question to open the door. *All* new business opportunities start with a problem — and many

sponsors may not know they have one, so it's up to you to help them identify it.

The following are a number of key lines of questioning that may help you find that trouble spot and unlock the opportunities that could result in a new piece of business.

KEY #1: Poor investment results

► Are you satisfied with your plan's investment results?

OR:

► Have your current investment options exceeded your expectations?

OPTIONAL: When was the last time you reviewed your investment options? (This is an ERISA requirement.)

IF YES, TRY TO MOVE TO ANOTHER KEY QUESTION

IF NO or UNSURE:

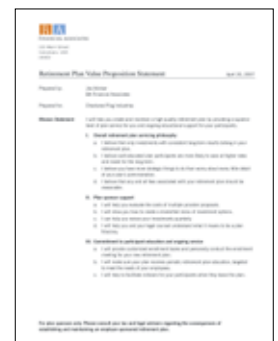
As you know, at the end of the day, investment results are what matter to your employees. That's what will have a significant impact on their retirement. If you'd like, I can take a look at your plan's investment options and offer a review. We can look at whether your choices are on target with your plan demographics, compare your funds' results to their benchmarks and see if the expenses for those funds are appropriate. If it turns out that everything is fine, then you'll at least know that you're in good shape. If not, I can recommend investment alternatives that may be a better fit for your plan. And, you can include this appointment as part of your ERISA documentation for the investment review.

Are mornings or afternoons a better time for us to meet?

GO TO "ENDING THE CALL" ON PAGE 1

WHEN YOU MEET, BRING:

— **Your individual value proposition statement (VPS)**
Useful at any initial meeting, our VPS tool, available on the American Funds adviser website, can help you demonstrate the value you offer to the plan sponsor and their employees. You can select from among several sample statements to demonstrate what you bring to the table.



— **A Look at Risk and Reward scattergram**

This single sheet plots the average annual total returns and the volatility of equity-oriented American Funds with a 10-year history or longer. By showing how these funds compare with their relative benchmark indexes, you can demonstrate to plan sponsors why American Funds is a good choice for their retirement plans.



To order literature or access any of our online tools, visit americanfunds.com/adviser or call **800/421-9900, ext. 2.**

KEY #2: Low participation

- ▶ Are you happy with the level of employee participation in your plan?
OR:
- ▶ Do you feel that your employees appreciate and understand the plan completely?
OR:
- ▶ Does your current education and communications program spark interest and participation in the plan?

IF YES, TRY TO MOVE TO ANOTHER KEY QUESTION

IF NO or UNSURE:

That's frustrating, isn't it? You put a lot of time and effort into creating a retirement plan for your company. Low participation may have something to do with the materials your provider offers for employee education and enrollment. Are you happy with these materials? Effective communication materials are essential. They inspire employees to participate. They can make your employees more appreciative of the benefits you're providing. They help participants make informed investment decisions. They also help the plan run more smoothly. I'd like to show you a retirement plan solution with a range of communications that follows the entire saving cycle of your participants — from their initial enrollment to the time when they leave your plan at retirement.

Are mornings or afternoons a better time for us to meet?

GO TO "ENDING THE CALL" ON PAGE 1

WHEN YOU MEET, BRING:

— *Spreading the Word*

This brochure is a plan sponsor's guide to American Funds retirement plan communications. It includes our ongoing education brochure series, Investing for Life, which addresses key employee concerns.



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KEY #3: Disappointing service

- ▶ Are you happy with the level of service you're getting from your current retirement plan provider? (Recordkeeping? Plan administration? Attention to your account?)

OR:

- ▶ Is your current provider prompt and accurate with the answers they provide you?

IF YES, TRY TO MOVE TO ANOTHER KEY QUESTION

IF NO or UNSURE:

There's been a lot of change among providers and what they offer. For a while, it seemed like everybody was focusing on bells and whistles. But what most plan sponsors really want is a solid plan with reliable investments and a smooth-running operation. It's a buyer's market when it comes to recordkeeping and plan administration. And the good news is, there are some really attractive alternatives out there.

I can help you sift through the options. Let's take a look at your current provider and compare their service to that of some other providers. *(YOU MIGHT MENTION THAT IT'S A FIDUCIARY OBLIGATION TO REGULARLY MONITOR PLAN OPERATIONS.)*

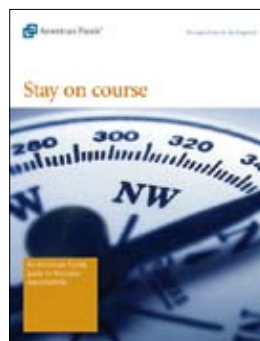
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GO TO "ENDING THE CALL" ON PAGE 1

WHEN YOU MEET, BRING:

— *Stay on Course: An American Funds Guide to Fiduciary Responsibility*

Page 14 addresses reviewing the plan's routine operations.



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Make-the-appointment decision tree script

NOTE: Keys 4, 5 and 6 are a little more advanced in their approaches than the first three, but they offer powerful possibilities for arranging a client meeting. Try them when you feel comfortable.

KEY #4: High plan costs

- ▶ Let me ask you: would you say that your plan costs are reasonable?

OR:

- ▶ Have you conducted a review of your plan costs recently? (ERISA requirement)

IF YES, TRY TO MOVE TO ANOTHER KEY QUESTION

IF NO or UNSURE:

As you may know, ERISA states that plan sponsors *must* ensure that retirement plan fees and expenses paid by their participants are reasonable. That's because high plan costs can significantly erode your participants' account balances over time and keep them from reaching their financial goals. As a fiduciary, you're expected to monitor your plan costs on a regular basis, at least annually. I can help you do this, reviewing expenses and comparing last year's costs to this year's costs to see how they stack up against industry benchmarks. We can then determine if they're reasonable. And you can document this analysis for your ERISA records. Are mornings or afternoons a better time for us to meet?

GO TO "ENDING THE CALL" ON PAGE 1

BEFORE YOU MEET, USE:

— Retirement plan cost comparison tool

The Which One is Best? cost comparison tool, available on the American Funds adviser website, provides a way to objectively compare provider fees (including American Funds) and produce reports for your clients that demonstrate the impact those fees can have on total plan costs over time. You can compare up to six providers and you can create as many reports as you like.



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KEY #5: Fiduciary concerns

THIS IS A HOT TOPIC AMONG PLAN SPONSORS AND PROBABLY A GOOD WAY TO GET YOUR FOOT IN THE DOOR

- ▶ **Let me ask you: how are you doing with respect to your responsibilities as a plan fiduciary? Do you feel you have it all covered?**

IF YES, TRY TO MOVE TO ANOTHER KEY QUESTION

IF NO or UNSURE:

Well, you're not alone. According to *The Wall Street Journal*, most plan sponsors aren't completely sure what's required of them as fiduciaries. But it's important — and you can be held personally liable for any breaches in your fiduciary duty. We can meet to discuss your duties as a retirement plan fiduciary. And, if you'd like, I can also take a look at your plan to see if it seems like your investments are sound, the plan is running smoothly and your expenses are reasonable.

Are mornings or afternoons a better time for us to meet?

GO TO "ENDING THE CALL" ON PAGE 1

WHEN YOU MEET, BRING:

- ***Stay on Course: An American Funds Guide to Fiduciary Responsibility***

This brochure outlines the responsibilities and duties of a fiduciary under ERISA, and then offers steps fiduciaries can take to help protect themselves from liability.



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KEY #6: Plan design

► **Are you able to contribute as much as you would like?**

IF YES, TRY TO MOVE TO ANOTHER KEY QUESTION

IF NO or UNSURE:

There are a variety of retirement plan types that your company may qualify to sponsor. Before you choose the investment options you'd like to offer, you need to determine the kind of retirement plan that would best serve the needs of your employees. For example, certain plans might restrict the amounts your higher-paid employees could contribute. Is there a plan option that will maximize how much everyone at your company can save and invest for retirement? I can help you review your options and recommend the plan type I believe is the best fit for your situation.

Are mornings or afternoons a better time for us to meet?

GO TO “ENDING THE CALL” ON PAGE 1

WHEN YOU MEET, BRING:

— **Comparing Retirement Plans**

This brochure describes the most popular defined contribution retirement plans in a clear side-by-side format. Compare eligibility requirements, contribution limits and much more.



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Handling common objections

If the prospect says:

► **I'm not really the person who handles the retirement plan.**

Answer: I understand. As a specialist in retirement plans, what I have to offer may be very important to your company retirement plan. Who is responsible for making decisions regarding the plan? I may be able to offer some valuable assistance to this person.

► **Can you put something in the mail?**

ASSESS WHETHER THE PERSON IS BUSY OR JUST NOT INTERESTED.

Answer: There's really nothing to put in the mail. I'm offering my services as a retirement plan specialist. I can take a look at your retirement plan — free of charge. If it seems like your investments are sound, the plan is running smoothly and your expenses are reasonable, I'll be able to let you know. We can also discuss your duties as a retirement plan fiduciary. If you're busy right now, I understand. But this is important. Can we arrange a time to meet in the next week or two?

► **I don't have time right now...**

Answer: If you're busy right now, I understand. But this is important. Can we arrange a time to meet in the next week or two? What I'm offering is my services as a retirement plan specialist. I can take a look at your retirement plan — free of charge. If it seems like your investments are sound, the plan is running smoothly and your expenses are reasonable, I'll be able to let you know. We can also discuss your duties as a retirement plan fiduciary. What day is good for you?

► **We already have a consultant.**

Answer: That's not a problem for me. With so many working parts of a retirement plan — investments, recordkeeping, administration, plan costs, fiduciary duties, employee communications — it's easy to lose track of something. I can take a look at your retirement plan — free of charge. At the very least, I may be able to tell you if your consultant is keeping your retirement plan on track. When is a good time to meet?

For financial advisers only. Investors should carefully consider the objectives, risks, charges and expenses of the American Funds and, if applicable, any other investments in their plan. This and other important information is contained in the funds' prospectuses, which are available from their plan's financial representative and on the Web. It's important that investors read the prospectuses carefully before investing.