

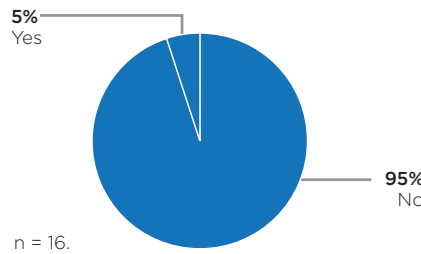


You have “boom”-era growth goals but a “bust”-era market.

Coming out of the downturn, providers have turned their attention to growth. Unfortunately, sponsors see little motivation to switch and new fee disclosure requirements threaten providers’ biggest differentiating factor: service.

We See a Better Way Forward

Members’ Response to the Question: *Are You Pursuing Growth Opportunities That Are Unique to Your Firm?*



Source: RSR Member Survey.

- Most providers are focused on stealing plans from their peers through “superior execution.”
- Yet few firms can differentiate their value propositions to intermediaries and sponsors—the essential ingredients in any “takeaway” strategy.
- Leaders, in contrast, invest to improve sales channel productivity, tailor sales pitches to precise targets, and align value propositions to distinct sponsor segments.

Answers to Your Questions TODAY

“Is it more profitable to drive assets into existing plans than to sell new ones?”

View our benchmarking report to see the greatest source of asset flows in 2010.

“How can I drive more assets through my existing plans?”

Have our expert advisors walk you through the key takeaways from our Participant Experience Research.

“How do I drive sales and provide value for specialized retirement plan advisors?”

Let us share our case study on adding value for high-producing advisors.

FUTURE Offerings

Market Segment Diagnostic

Evaluate growth opportunities in the small, middle, and large plan market.

Best Practices for Acquiring New Plans

Identify best practices in RIA managements, sales productivity, and client growth tracking.

2011 Growth Survey Results

Benchmark your firm’s growth goals against your peers.

Contact the Member Support Center for Assistance

P: +1-866-913-6450 | E: EXBD_Support_FS@executiveboard.com

Not a member? Click [here](#) to request information and contact a representative.