



**Sponsor an Expert,  
Independent Speaker  
at Your Partners'  
Sales Meetings**

Sponsoring an expert speaker positions your company as a valued retirement plan resource, and introduces a third party who every day puts into practice exactly what he is telling the audience.

Having achieved years of success as a retirement plan wholesaler and sales manager, Mike Montgomery understands the perspective of 401(k) providers and can help you maximize the relationship-building opportunity presented by these workshops.

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**Sponsored 401(k)  
Seminars**

***401(k) Practice Building  
Workshops for Brokers***

***Sponsored by 401(k)  
Providers for Their  
Valued Business Partners***

# Sponsor an Independent Speaker at Your Partners' Sales Meetings

## When an Internal Speaker Isn't What They Want

Our workshops are the solution when a broker dealer or marketing group wants you to provide 401(k) education without product content.

As a retirement plan provider, you have a number of qualified speakers among your own people. However, sometimes your business partners want a different type of presentation at their sales meetings.

We offer the credibility of:

- An active 401(k) sales practice
- Independent from sponsoring 401(k) providers
- 30 years of qualified plan marketing experience
- No affiliation with a competing broker dealer

## Seminar Format

The workshop runs from one to three hours and is designed to be highly interactive. Content can be modified to fit the 401(k) experience of each audience.

*Successful 401(k) Marketing* includes a workbook that will actively engage participants in turning these insights into deliverable action plans.

## Sample Workshop Outline

- **The 401(k) Business Opportunity**  
*Why the time is right for building a 401(k) practice*
- **Six Things I Hate About 401(k) Marketing**  
*Don't just survive them. Turn them into benefits*
- **Leveling the Playing Field**  
*Compete with the established 401(k) specialists in your market*
- **Why Should They Hire YOU?**  
*Build the 6-step value proposition that wins business*
- **What Are Plan Sponsors Looking For?**  
*It's not cheaper fees*
- **Building the Prospect Pipeline**  
*12 common sources of 401(k) referrals*
- **The Sales Process**  
*From first contact to closing the deal*
- **Leveraging 401(k) Providers**  
*Let them help you*
- **Don't Reinvent the Wheel**  
*Tools that will leverage your time*
- **Take It to the Next Level**  
*Best practices of top 401(k) advisors*

## Practical Insights from a Seasoned Veteran

W. Michael Montgomery, AIF, CLU, CFS has designed, implemented and serviced hundreds of 401(k) plans over the last three decades. After serving a prominent role with several of the 401(k) industry's leading providers, he formed an independent advisory practice to work directly with plan sponsors. Mike continues to be actively involved in retirement plan marketing as owner of Montgomery 401(k) Advisors and as a principal of Investech Retirement Services. His seminars draw from the market-tested practices that have brought success to him and other top 401(k) advisors.

