

Mutual Fund Boot Camp Objectives

The overall objectives of the Mutual Fund Boot Camp are to:

- Enable Registered Reps to deepen their relationships with clients.
- Assist Registered Reps in meeting their annual production goals.
- Drive continued growth in State Farm Mutual Funds® business.

Module 1: The Opportunity: Why Mutual Funds?

Objectives:

At the end of Module 1, participants will be able to...

- Describe State Farm's competitive advantage in the Mutual Fund industry
- Explain how Mutual Fund production impacts the agent's household retention, the customer relationship, and supports State Farm's mission to help customers realize their dreams.

Module 2: Prospecting & Pivoting

Objectives:

At the end of Module 2, participants will be able to...

- Identify prospects for saving and investing conversations
- Use word tracks to pivot to saving and investing conversations
- Overcome client objections and ask for the appointment

Module 3: Investing Concepts

Objectives:

At the end of Module 3, participants will be able to...

- Discuss the benefits and risks of investing
- Discuss key investment concepts (what is a mutual fund?, why buy mutual funds?, the power of tax deferral, risk vs. return, asset allocation, and dollar cost averaging) with customers and the benefits of long-term investing
- Differentiate between the different types of mutual funds (growth, income, etc.) and investment accounts

Module 4: Planning the Conversation

Objectives:

At the end of Module 4, participants will be able to...

- Have an effective discovery conversation with clients about their dreams and needs
- Explain the features and benefits of the LifePath funds and traditional funds
- Recommend appropriate fund options to customers based on their needs
- Explain the features and benefits of Education Savings accounts
- Explain the features and benefits of IRAs
- Differentiate between Traditional, Roth, SEP, and SIMPLE IRAs
- Determine when rollover and conversion opportunities would be appropriate for the customer and explain the benefits
- Discuss fees associated with State Farm investment products

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Module 5: Determining Client Needs

Objectives:

At the end of Module 5, participants will be able to...

- Identify client goals and dreams
- Start the retirement planning/education savings conversation
- Use retirement calculators to determine client needs

Module 6: Make the Sale

Objectives:

At the end of Module 6, participants will be able to...

- Present options and make a recommendation
- Identify, locate, and use available State Farm resources to sell mutual funds
- Explain State Farm's competitive edge to customers
- Ask for the sale and overcome objections
- Effectively close mutual fund sales

Module 7: Case Studies

Objectives:

At the end of Module 7, participants will be able to...

- Exhibit proficiency in identifying and presenting appropriate savings options to customers based on information gathered during a discovery conversation.