Center for Financial Advisor Education

FA 201 Workbook

Techniques for Exploring Personal Markets

THE AMERICAN COLLEGE
THE LEADER IN FINANCIAL SERVICES EDUCATION

WB201-01-1

THE AMERICAN COLLEGE

The American College® is an independent, nonprofit, accredited institution founded in 1927 that offers professional certification and graduate-degree distance education to men and women seeking career growth in financial services.

The LUTC program at The American College offers the LUTCF professional designation. Its curriculum is designed to introduce students to the technical side of financial services while at the same time providing them with the requisite sales training skills. Attainment of the LUTCF signifies a commitment to professionalism, continuing education, and excellence in ethical conduct. In addition, it prepares students to undertake more advanced College programs.

In 2003 The College debuted the Financial Advisor Series, self-study courses that provide product knowledge and help professionals develop sales and presentation skills.

The Solomon S. Huebner School® of The American College administers the Chartered Life Underwriter (CLU®); the Chartered Financial Consultant (ChFC®); the Chartered Advisor for Senior Living (CASL™); the Registered Health Underwriter (RHU®); the Registered Employee Benefits Consultant (REBC®); and the Chartered Leadership Fellow® (CLF®) professional designation programs. In addition, the Huebner School also administers The College's CFP Board–registered education program, for those individuals interested in pursuing CFP® certification, the CFP® Certification Curriculum.

Finally, the Richard D. Irwin Graduate School® of The American College offers the master of science in financial services (MSFS) degree, the Graduate Financial Planning Track (another CFP Board-registered education program), and several graduate-level certificates that concentrate on specific subject areas. The National Association of Estate Planners & Councils has named The College as the provider of the education required to earn its prestigious AEP designation.

The American College is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools, 3624 Market Street, Philadelphia, PA 19104; telephone number: (215) 662-5606. The Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Commission on Recognition of Postsecondary Accreditation.

The American College does not discriminate on the basis of race, religion, sex, handicap, or national and ethnic origin in its admissions policies, educational programs and activities, or employment policies.

The American College is located at 270 S. Bryn Mawr Avenue, Bryn Mawr, PA 19010. The toll-free telephone number of the Office of Student Services is (888) AMERCOL (263-7265), the fax number is (610) 526-1465, and www.theamericancollege.edu is the home page address. The College welcomes visitors to its 35-acre campus during regular business hours, 8:00 a.m. to 5:30 p.m., Monday through Friday.

Techniques for Exploring Personal Markets
Assignment Schedule

This Workbook contains quizzes, exercises, projects, and case studies that are intended to supplement the material in Chapters 1 through 8 of the FA 201 textbook, *Techniques for Exploring Personal Markets*.

Class	Assignments	Page in Text	Page in Workbook
1 ____ Date	**Target Marketing and Prospecting Methods** Readings: Overview of Textbook The Selling/Planning Process and Philosophy Target Marketing Selecting Prospecting Methods Chapter One Review Acknowledgment of Course Requirements (Due Class 2) Sales Planning Project 1—Analyzing Your Marketing Activities (Begin, Due Class 7) Sales Planning Project 2—Segmenting Your Market (Begin, Due Class 2) Most Valuable Concepts	 1.1 1.3 1.7 1.33 1.41	W-15 W-19 W-25 W-111
2 ____ Date	**Life-Cycle Marketing, Awareness, and Approaches** Readings: Life-Cycle Marketing Creating Awareness Approaching the Prospect Chapter Two Review Acknowledgment of Course Requirements (Due today) Breakout—Class 2 Quiz—Class 1 (Due today) Quiz—Class 2 (Due today) Sales Planning Project 2—Segmenting Your Market (Due today) Sales Planning Project 3—Financial Needs and the Life Cycle (Begin, Due Class 4) Most Valuable Concepts	 2.1 2.7 2.27 2.41	W-15 W-35 W-37 W-41 W-25 W-45 W-111

Class	Assignments	Page in Text	Page in Workbook
3 ____ Date	**Financial Needs, Young Adults, and Disability Income** Readings: Financial Needs Life Cycle: Young Adults Disability Income Insurance Chapter Three Review Breakout—Class 3 Quiz—Class 3 (Due today) Sales Planning Project 4—Interviewing an Experienced Advisor (Begin, Due Class 5) Most Valuable Concepts	 3.1 3.19 3.27 3.45	 W-49 W-51 W-55 W-111
4 ____ Date	**Middle-Years Adults, Life Insurance, and Special Markets** Readings: Life Cycle: Middle-Years Adults Life Insurance Products Special Markets Case Study: Bart and Cynthia Chapter Four Review Breakout—Class 4 Quiz—Class 4 (Due today) Sales Planning Project 3—Financial Needs and the Life Cycle (Due today) Action Project 1—Marketing with the Life Cycle (Begin, Due Class 6) Most Valuable Concepts	 4.2 4.8 4.31 4.46 4.50	 W-59 W-61 W-45 W-65 W-111
5 ____ Date	**Retirement Planning and Investments** Readings: Retirement Planning Investment Choices Case History: Ethnic Entrée Chapter Five Review Breakout—Class 5 Quiz—Class 5 (Due today) Sales Planning Project 4—Interviewing an Experienced Advisor (Due today) Sales Planning Project 5—Positioning in Your Target Market (Begin, Due Class 7) Most Valuable Concepts	 5.1 5.20 5.41 5.43	 W-71 W-73 W-55 W-77 W-111

Class	Assignments	Page in Text	Page in Workbook
6 ____ Date	**Mature Adults, Medicare and Long-Term Care** Readings: Life Cycle: Mature Adults Medicare and Medicare Supplements Long-Term Care Insurance Chapter Six Review Breakout—Class 6 Quiz—Class 6 (Due today) Action Project 1—Marketing with the Life Cycle (Due today) Action Project 2—Selling with the Life Cycle (Begin, Due Class 8) Most Valuable Concepts	 6.1 6.14 6.34 6.52	 W-83 W-85 W-65 W-89 W-111
7 ____ Date	**Delivery, Service the Plan, and a Basic Marketing Plan** Readings: Policy or Contract Delivery Service the Plan A Basic Marketing Plan Compliance, Ethics, and Professionalism Chapter Seven Review Breakout—Class 7 Quiz—Class 7 (Due today) Sales Planning Project 1—Analyzing Your Marketing Activities (Due Class today) Sales Planning Project 5—Positioning in Your Target Market (Due today) Sales Planning Project 6—Developing a Basic Marketing Plan (Begin, Due Class 8) Most Valuable Concepts	 7.1 7.12 7.25 7.35 7.45	 W-93 W-95 W-19 W-77 W-99 W-111

Class	Assignments	Page in Text	Page in Workbook
8 ____ Date	**Old-Age Adults, Estate Planning, and Distribution Planning** Readings: Life Cycle: Old-Age Adults Estate Planning Distribution Planning Case History: Greatest Asset Chapter Eight Review Breakout—Class 8 Quiz—Class 8 Action Project 2—Selling with the Life Cycle (Due today) Sales Planning Project 6—Developing a Basic Marketing Plan (Due today) Most Valuable Concepts	 8.1 8.7 8.26 8.39 8.43	 W-105 W-107 W-89 W-99 W-111
____ Date	**Review Session for the Final Examination** Practice Test		 W-113
____ Date	**Final Examination** This is a closed-book exam. You cannot refer to your textbook or any other materials during the exam. The exam will consist of 50 multiple-choice questions.		

Special Notes to Advisors

Workbook Materials Disclaimer

While every precaution has been taken in the preparation of this material to insure that it is both accurate and up-to-date, it is still possible that some errors eluded detection. The authors and The American College assume no liability for damages resulting from the use of the information contained in this Workbook. The American College is not engaged in rendering legal, accounting, or other professional advice. If legal or other expert advice is required, the services of an appropriate professional should be sought.

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The illustrations, sales ideas, and approaches in this workbook are not to be used with the public unless you have obtained approval from your company. Your company's general support of The American College's programs for training and education does not constitute blanket approval of the sales ideas and approaches presented in this workbook, unless so communicated in writing by your company.

Use of the Term *Financial Advisor* or *Advisor*

Use of the term *Financial Advisor* as it appears in this workbook is intended as the generic reference to professional members of our reading audience. It is used interchangeably with the term *Advisor* to avoid unnecessary redundancy. *Financial Advisor* takes the place of the following terms:

Account Executive
Agent
Associate
Brokers (stock or insurance)
Financial Consultant
Financial Planner
Financial Planning Professional
Financial Services Professional
Health Underwriter
Insurance Professional
Life Insurance Agent
Life Underwriter
Planner
Practitioner
Producer
Property & Casualty Agent
Registered Investment Advisor
Registered Representative
Senior Advisor