



Harnessing a new business environment

How do you revolutionize your business practice now?



Create a diversified mix



Balance wealth and retirement plans in your book of business

Be ready for the rebound



Conduct benchmarking

Review plans



Match client goals to plan structure

Create a statement of work



Make clients aware of your value during the crisis

Retirement Benefit Philosophy

A common objective



Generate income to support employees throughout retirement

but

Not all employees have the same needs

Not all organizations require the same incentives

Your retirement benefit plan should



Match your goals, culture, demographics, and finances



Include discussions with all stakeholders

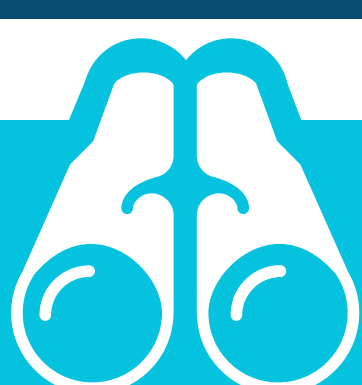


Define plan objectives and priorities

The Result



- Stakeholders are aligned
- Resources support plan priorities
- Recommendations target strategic objectives



Next step: Prospecting

Everything is on hold for some companies



It's a good time to get their attention

Think virtual

The virtual thing can be a plus. Sure, we'll be back to in-person meetings eventually, but in the new normal, there definitely are efficiencies to be learned.

— Manager, Retirement Plan Marketing

With the momentum shifting to recovery, now is the time to get your book of business in order and begin new prospect dialogues

Looking for more resources you can use to help make your business more efficient and resilient?

Visit our website or contact your T. Rowe Price representative
troweprice.com/ToolsforProfessionals
800-831-1370

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