



Harnessing a new business environment

How do you revolutionize your business practice now?

Create a diversified mix



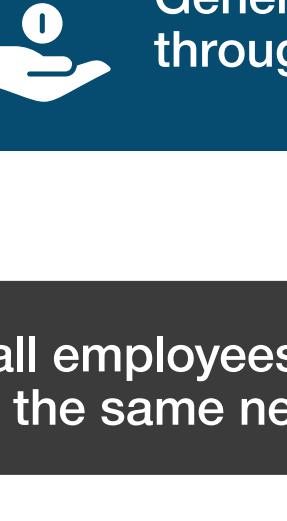
Balance wealth and retirement plans in your book of business

Be ready for the rebound



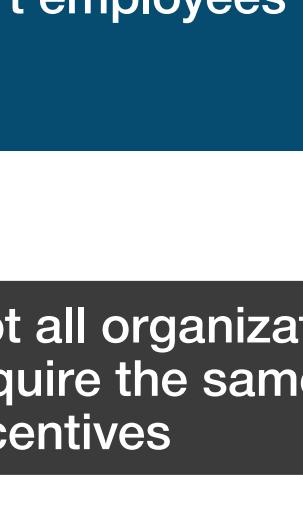
Conduct benchmarking

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

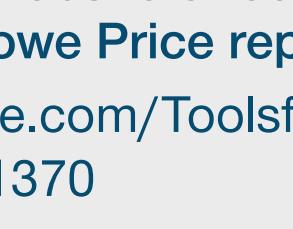
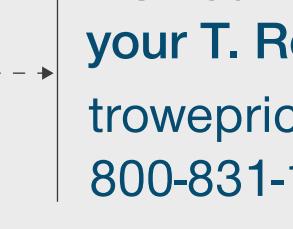


- Stakeholders are aligned
- Resources support plan priorities
- Recommendations target strategic objectives



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

202101-1473507

Important Information

This material is provided for general and educational purposes only and is not intended to provide legal, tax, or investment advice.

All investments involve risk, including possible loss of principal.

T. Rowe Price Retirement Plan Services, Inc.

© 2020 T. Rowe Price. All Rights Reserved. T. ROWE PRICE, INVEST WITH CONFIDENCE, and the bighorn sheep design are, collectively and/or

apart, trademarks or registered trademarks of T. Rowe Price Group, Inc.

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