

Course Outline

Life Cycle of a Group Retirement Plan

Lesson 1: Prospecting a Group Retirement Plan

- I. Stages in the Life Cycle of a CAP from the CAP Provider's Perspective
- II. CAP Provider Services and Support Functions for CAPs
- III. CAP Management
- IV. Prospecting
- V. Differences Between the Group Retirement Plan Sales Model and Other Sales Models
- VI. Role of an Advisor in the Prospecting Stage
- VII. Role of the CAP Provider in the Prospecting Stage
- VIII. Marketing a CAP
- IX. Reasons a Plan Sponsor Might Want to Market a CAP
- X. Alternative Methods of Marketing of a CAP
- XI. Role of the Request for Proposal (RFP) in Marketing a CAP
- XII. Key Steps in Marketing a CAP
- XIII. Information Typically Included in an RFP
- XIV. Preparing an RFP

Total pages in this lesson: 14 pages

Lesson 2: Quoting/Proposing and Selling a Group Retirement Plan

- I. Quoting/Proposing and Selling
- II. Role of the CAP Provider in Quoting/Proposing and Selling
- III. CAP Provider-Required Documentation
- IV. Letter of Appointment
- V. Factors That Influence a CAP Provider's Decision to Accept or Decline an RFP
- VI. Components of a CAP Provider's Response to an RFP
- VII. RFP Response
- VIII. Factors That Impact the Pricing of a CAP
- IX. Customization of CAP Provider Products/Services
- X. Factors That Impact the Degree of Customization a CAP Provider Will Offer
- XI. Impact the CAP Guidelines Have on the CAP Provider's Response to an RFP
- XII. Standards Used by the Plan Sponsor and/or Advisor to Analyze a CAP Provider's Response to an RFP
- XIII. Finalist Presentation
- XIV. Key Topics That are Reviewed and Discussed During an Effective Finalist Presentation
- XV. Additional Questions
- XVI. Benefits of a Team Approach in the Finalist Presentation
- XVII. Factors in a Finalist Presentation That Tend to Influence the Prospective CAP Client's Choice of CAP Provider

Total pages in this lesson: 17 pages

Lesson 3: Implementing, Servicing and Terminating a Group Retirement Plan

- I. Implementation
- II. Implementation Tasks After the Sale of a CAP Account
- III. Steps Involved in Managing a Successful Plan Implementation
- IV. Definition and Importance of the Master Application
- V. Key Requirements for a Successful CAP Implementation
- VI. Responsibility for Performing the Initial Enrolment of Employees in a CAP
- VII. Enrolling Employees in a CAP
- VIII. Servicing/Educating
- IX. Responsibilities and Activities Involved in Servicing/Educating
- X. Key Contacts Involved in Servicing a CAP Account
- XI. Role of a Relationship Manager
- XII. Role of an Education Specialist
- XIII. Role of an Investment Executive
- XIV. Role of a Service Representative
- XV. Plan Termination
- XVI. Reasons the CAP Provider May Elect to Resign from a CAP Account
- XVII. How a CAP Provider Terminates Its Relationship with a CAP Sponsor
- XVIII. A Change of CAP Provider on a CAP Account

Total pages in this lesson: 17 pages

Lesson 4: Ethical Decision Making

- I. Business Ethics
- II. Characteristics of Ethical Problems
- III. Questions To Address Ethical Situations
- IV. Business Ethics Resources Related to Group Retirement Plans
- V. Impact of Privacy Legislation for CAP Providers
- VI. Canadian Life and Health Insurance Association (CLHIA)
- VII. CLHIA Code of Ethics
- VIII. CLHIA Impact on Group Retirement Plans
- IX. Privacy Legislation in Canada
- X. Core Elements of a Code of Conduct
- XI. Ethical Issues for a Retirement Plan Sponsor
- XII. Ethical Issues for a Group Retirement Plan Member
- XIII. Ethical Issues for an Agent or Broker/Consultant
- XIV. Ethical Issues for an Account Executive
- XV. Ethical Issues for a Relationship Manager
- XVI. Ethical Issues for a CAP Provider's Education Specialist

Total pages in this lesson: 16 pages