

Profitability Roundtable Discussion Questions

Focused Business Approach

Low Cost Process Driven:

Many firms have specialists in various job duties, like distributions, legal, new plan set up, Form 5500 preparation, Actuarial, contribution calculations. Normally, this drives process and not a consultative, high touch client experience. The client may get lost in delivering this approach, but some clients are more concerned about cost and do not want or need high touch.

Consultative High Touch:

This approach is client focused with overall success measured by client satisfaction. Often times, an administrator or client manager, has complete responsibility for the client and may have assistance from some processing but in general, your employee would be your company's face to the client. Often times, this means that your employee is talking with the broker, the CPA, the HCE's of the client company, and the attorney. They would be familiar with the vendor and its application, periodically call clients, have measured expectations for clients.

High Tech Web Based Solutions:

Automated solutions are becoming a staple of many business models. The drivers in this model are looking for high integration and automation. Daily recordkeeping shops would want to integrate their systems and each step in this model is reviewed for automation.

Client contact would be at a minimum and testing may be self administered by the client by entering online the information necessary. Convenience and rapid results would be the goal.

Breakout Session

Question	Low Cost Process Driven	Consultative	High Tech
How do you match the employees, clients and referral network to make this a profitable business?			
Do you functionalize?		N/A	
What type of employee would you hire?			
What are the attributes of this business strategy?			
What training do you need for your employees?			
Is cross training necessary?			

Question	Low Cost Process Driven	Consultative	High Tech
Are you Brick and Mortar or Virtual?			
How would you structure the firm?			
What are the management tools that you will need?			
What functions can you systematize?		N/A	
What systems are most effective for providing automation?		N/A	
Why would clients be attracted to you for the systems that you have?		N/A	
What enhanced services will they/do they provide?		N/A	

Question	Low Cost Process Driven	Consultative	High Tech
What type of clients would you attract?			
How would you attract clients?			
What are the advantages?			
What are the disadvantages?			

Employee Engagement Roundtable Discussion Questions

Growth:

How can you help your team members to grow, develop and advance in their careers?

Recognition:

When do you show appreciation?

How do you make team members feel appreciated?

Trust:

How can you and Cubesmart create a specific, optimistic picture of the future?

How can you build and earn the trust of team members?

Communication:

How do you create a consistent rhythm of communication?

How do you ensure there is two-way communication?

Sales Force Development Roundtable Discussion Questions

1. At your firm, who has the primary responsibility for sales
2. How do you compensate your salespeople to keep them motivated?
3. Do the salespeople interact with clients (ongoing) or just with advisors?
4. Would you only hire someone who is knowledgeable about retirement plans?
5. If you have hired for the sales role, what criteria did you use in assessing the skills needed for a successful hire:
6. What do you do to manage the sales and marketing role and tasks within your firm?
7. How do you set goals for your salespeople?
8. Would you hire remote salespeople?
9. If you have had a salesperson in the past, or currently have one, how is it working out for you?
10. What would you do differently?
11. Do other TPA's in your market space utilize salespeople?
12. What have you found to be the most effective means of marketing your services?
13. How do you maximize the marketing resources available to you?
14. Have you found any success using social media to increase your marketing presence?