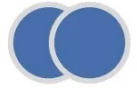




John Hancock®



WINMORE
PLANS

HEALTH + WEALTH
RESEARCH & CONSULTING

Your tool kit for providing *exceptional* service

Practical tips and templates to help you
level up your retirement plan practice

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Not your typical tool kit

Our unique resource is based on lessons learned from leading retirement plan financial professionals in the “2024 How Advisors Level Up” study.¹ It’s filled with actionable ideas to help you enhance your efficiency, profitability, and client satisfaction.

1 “Level-up; Benchmarking Your Retirement Practice + other lessons from legends,” WinMore Plans, April 2024. The study is commissioned in part by John Hancock and is based on data gathered from 84 practices and 319 offices, with at least 50% of revenue from retirement or a dedicated retirement plan business. Responses were collected from July 2023 to March 2024 through a combination of surveys and interviews. Individual circumstances may vary and may not be reflective of your situation.

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Setting your sales and marketing goals

58% of leading retirement plan financial professionals have a formal, written sales and marketing plan.¹

This is done for many reasons, including to stay focused and motivated. Generally, you're more likely to follow through when something is written down.



When getting started, ask yourself: "Where are you today compared with where you want to be?" and "What are your priorities?" Then download our template to help create your plan. Be sure to share it with your team and measure your progress each quarter.



► Setting your sales and marketing goals

Here's a sample based on metrics that these financial professionals typically measure and how they go to market.¹

Sample financial professional sales and marketing goals

		 			
2024 sales and marketing goals					
Marketing goals and activities	Metrics	Actual Q1	Actual Q2	Actual Q3	Actual Q4
Double the pipeline	Example: 114 prospective clients				
Maintain five center of influences (COIs)/referral source relationships and seek five new ones; send personal emails with case studies, practice updates, and regulatory insight; invite to lunches and events at least quarterly	Example: 10 COI referral relationships				
Share one meaningful post on LinkedIn and one mass marketing email each month	Example: 12 emails to 100+ in pipeline (1,200+) and 12 LinkedIn posts				
Secure a speaking role for two producers at an industry event (invite your COIs)	Example: two events where our firm presents				
Datamine 5500 reports; send 15 email notes and/or calls to those plan sponsors per month	Example: 180 cold calls ²				
Sales goals	Metrics	Actual Q1	Actual Q2	Actual Q3	Actual Q4
Number of new plans for the year	Example: six new plans <ul style="list-style-type: none"> • Two from \$1M-\$10M • Two from \$11M-\$50M • Two over \$50M 				
\$ New business assets for the year	Example: \$150M				
\$ New business revenue for the year	Example: \$135K is the average ¹				
Other metrics may include internal cross-selling expectations, business expansion, improved profitability with existing clients, add-on wealth clients, etc.					

² Prior to making cold calls to prospects, please check federal and state Do Not Call Registries. Prospectors should consult with their legal counsel or compliance department to ensure compliance with applicable Do Not Call legislation.

► Setting your sales and marketing goals

Sample financial professional sales and marketing goals (continued)

Individual producer goals	Metrics	Actual Q1	Actual Q2	Actual Q3	Actual Q4
Producer 1 (name) New to firm, any plan size and revenue is acceptable for year one	Example <ul style="list-style-type: none"> • One new plan • One referral source 				
Producer 2 (name) Senior producer, more aggressive goals	Example <ul style="list-style-type: none"> • Three new plans • \$75M in new assets • \$75K in new revenue • Three new referral sources 				



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Download the template

[Financial professional sales and marketing goals](#)



Identifying plan sponsor priorities

It's equally important for you to work with plan sponsors to establish specific goals for their plans and evaluate progress annually to help establish trust.

- **48% of leading retirement plan financial professionals provide written goals/needs assessments to all clients.¹**
- **61% deliver annual strategic relationship plans.¹**

While each client's needs are unique, you can use this list of potential goals to help jump-start your conversations.

Plan design goals	Possible actions
<ul style="list-style-type: none"> • Offer a competitive plan design • Market the plan as a recruitment tool • Promote plan to newly eligible employees • Integrate DB/DC plans • Increase participation • Discourage loans • Maximize savings for highly compensated employees 	<ul style="list-style-type: none"> • Benchmark plan to industry and/or region • Track average account balances and average savings levels (by age/salary) • Deliver integrated DB/DC communications • Establish a nonqualified plan • Track eligible nonsavers and reduce the number over a set period • Track employees not saving to match level, loan volumes, distributions, and outflow
Communications and participant services goals	Possible actions
<ul style="list-style-type: none"> • Encourage participants to self-service • Provide key executive communications • Deliver education on financial wellness topics • Conduct custom group meetings 	<ul style="list-style-type: none"> • Measure program attendance and effectiveness • Track savings patterns and asset allocation levels³ • Measure employee satisfaction before and after programs as well as long term
Plan administration goals	Possible actions
<ul style="list-style-type: none"> • Understand fiduciary obligations • Work with the recordkeeper that best meets plan needs • Pay reasonable recordkeeper fees and advisory fees • Outsource plan administration • Promote rollovers • Secure 3(21) or 3(38) fiduciary support 	<ul style="list-style-type: none"> • Attend plan sponsor fiduciary training • Benchmark fees and services from current recordkeeper and financial professional as full RFP every 5 to 10 years • Benchmark recordkeeper fees as due diligence every 3 to 5 years • Monitor contributions and rollover activity

³ Asset allocation does not guarantee a profit or eliminate the risk of a loss. It may not be appropriate for all participants, particularly those interested in directing their own investments.

► Identifying plan sponsor priorities

List of potential goals (continued)



Plan administration goals	Possible actions
<ul style="list-style-type: none"> • Receive timely and accurate service • Automate manual processes • Ensure plan is administered according to documents • Improve quality of data • Use technology, reporting, and plan management tools • Understand provider resources available and services in the market not currently used • Implement new service enhancements 	<ul style="list-style-type: none"> • Review 3(21) and 3(38) services every 3 to 5 years • Track recordkeeper service quality metrics • Conduct an annual due diligence review • Evaluate automation possibilities • Audit plan against administration manual • Develop an action plan to clean up poor data • Track provider’s call center statistics and use of tools available • Receive provider services training and identify services not currently used
Relationship management goals	Possible actions
<ul style="list-style-type: none"> • Increase frequency of meetings with financial professional and providers • Review in-person versus virtual meeting schedule • Update the provider service contract • Understand provider fees and services • Conduct ongoing plan service reviews 	<ul style="list-style-type: none"> • Track meeting schedules and contact points • Communicate meeting schedule in the annual relationship plan • Benchmark average plan fees as a percentage of assets • Report fee schedule in the annual relationship plan • Track service review results
Regulatory compliance goals	Possible actions
<ul style="list-style-type: none"> • Conduct a compliance review to ensure plan meets regulatory requirements • Develop annual compliance calendar • Conduct required plan tests in a timely manner • Provide proactive consultation on compliance changes 	<ul style="list-style-type: none"> • Provide annual schedule as part of the relationship plan • Track testing frequency and results • Communicate regulatory changes to plan sponsor
Investment goals	Possible actions
<ul style="list-style-type: none"> • Update the plan’s investment policy statement (IPS) • Provide guidance to pension committee regarding fiduciary management • Conduct investment reviews • Offer a range of funds covering risk/reward spectrum • Benchmark and document investment management fees • Ensure participants are well diversified⁴ and don’t engage in market timing • Benchmark plan performance and monitor investments as defined in the IPS • Communicate fund performance to participants on a regular basis 	<ul style="list-style-type: none"> • Conduct annual reviews and fee analysis • Track fund coverage and benchmarks • Track asset allocation³ by age • Track percentage of single-fund investors and employees with a large allocation to company stock • Notify participants where to find performance data annually • Track exchange activity trends and personal rate of return for participants

⁴ Diversification does not guarantee a profit or eliminate the risk of a loss.

► Identifying plan sponsor priorities

Once you've confirmed the plan sponsor's goals and assessed employee needs, the next step is to create a prioritization list to help you focus your time and effort on the issues that matter most. Be sure to share this list with your client and their recordkeeper to make sure they're in agreement. This list can also help your client understand their role and what they can expect from you and their recordkeeper. Then each year, you can use our annual review report template to summarize results.

Sample goal prioritization list

XYZ 401(k) plan


Goals and objectives

Corporate objectives	Priority Low High	Success measurement	Review frequency	Reporting and review responsibility
Recruit talent	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Recruiting pipeline quality	Annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Retain talent	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Turnover statistics	Annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Improve employee appreciation	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Employee survey	Annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Improve productivity	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Production metrics	Quarterly, semiannually, or annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Decrease absenteeism	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Time off records	Quarterly, semiannually, or annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Manage benefit costs and corporate balance sheet	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Benefit cost statements	Annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Minimize HR administrative burden	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	HR analysis	Annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Increase benefit use (retirement plan, HSAs, wellness)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Benefit reports	Quarterly, semiannually, or annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Meet regulatory requirements	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Fiduciary training, process, and plan document analysis	Annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional

► Identifying plan sponsor priorities

Sample goal prioritization list (continued)

Employee objectives	Priority		Success measurement	Review frequency	Reporting and review responsibility
	Low	High			
Increase levels of financial well-being (reduce debt, use of budgets, able to save, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	Employee survey, group and 1:1 financial wellness attendance reports	Annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Improve employer satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	Employee survey	Annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Increase retirement readiness (contribution rates, diversification, ³ balances, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	Plan data reports	Quarterly, semiannually, or annually	<input type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional



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- ▶ Identifying plan sponsor priorities

Sample annual review report

XYZ 401(k) plan
Annual review report

High-priority corporate objectives

Retain talent	
Success measurement	Turnover statistics
Owner of reporting	<input checked="" type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Review frequency	<input type="checkbox"/> Quarterly <input type="checkbox"/> Semiannually <input checked="" type="checkbox"/> Annually
Results and notes	Turnover is down 13%
Minimize HR administrative burden	
Success measurement	HR analysis
Owner of reporting	<input checked="" type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Review frequency	<input type="checkbox"/> Quarterly <input type="checkbox"/> Semiannually <input checked="" type="checkbox"/> Annually
Results and notes	Efficiency increased 25%
Increase benefit use	
Success measurement	Benefit reports
Owner of reporting:	<input checked="" type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Review frequency:	<input type="checkbox"/> Quarterly <input type="checkbox"/> Semiannually <input checked="" type="checkbox"/> Annually
Results and notes:	Participation increased 10%


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► Identifying plan sponsor priorities

Sample annual review report (continued)

High-priority employee objectives

Increase levels of financial well-being	
Success measurement	Employee survey
Owner of reporting	<input checked="" type="checkbox"/> Employer <input checked="" type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Review frequency	<input type="checkbox"/> Quarterly <input type="checkbox"/> Semiannually <input checked="" type="checkbox"/> Annually
Results and notes	100 employees downloaded the budgeting tool
Improve employee satisfaction	
Success measurement	Employee survey
Owner of reporting	<input checked="" type="checkbox"/> Employer <input type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Review frequency	<input type="checkbox"/> Quarterly <input type="checkbox"/> Semiannually <input checked="" type="checkbox"/> Annually
Results and notes	80% would recommend the business to a friend, up from 74%
Increase retirement readiness	
Success measurement	Plan data reports
Owner of reporting	<input type="checkbox"/> Employer <input checked="" type="checkbox"/> Recordkeeper <input type="checkbox"/> Financial professional
Review frequency	<input checked="" type="checkbox"/> Quarterly <input type="checkbox"/> Semiannually <input type="checkbox"/> Annually
Results and notes	Average contribution rate increased from 5.6% to 7.2%.



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Download the templates

[Goal prioritization list](#)

[Annual review report](#)



Proving your value with a history of accomplishments

Less than 5% of retirement plan financial professionals share a history of accomplishments with plan sponsors.¹

This strategic report can help you:

- ✓ Demonstrate your commitment to the plan's success
- ✓ Position yourself as the plan's valued financial professional
- ✓ Prove your value to new company leaders and incoming committee members

Potential accomplishments to track

Cost and time management	
Fees benchmarked	Plan efficiency improvements made
Fee reductions implemented	Plan operational improvements completed
Fee disclosures communicated	Match schedule improved
HR administrative burdens reduced	
Participants	
Increased average account balances	Strengthened plan satisfaction
Brought loan activity down	Enhanced participant engagement and action
Assisted with creating diversified ³ portfolios	Improved attendance at 1:1 meetings or group meetings
Partnered with recordkeepers to deliver more education	Implemented financial wellness program
Collaborated with other plan partners to offer more and better services to participants	
Plan growth rates	
Overall assets	Successful plan mergers
Participant savings rates	Good financial ratings
Tenure of team members	Industry awards
Investments	
Investment benchmarks achieved	Reduced investment fees

- ▶ Proving your value with a history of accomplishments

Plan enhancements	
Automatic plan features added	Completion of special projects
Improved plan design	Addition of new team members
Successful conversions	
Risk management/governance	
Successful compliance reviews	Fiduciary training for committee members
Fiduciary and routine plan audits	Ongoing cybersecurity audits
Plan document changes	Support for committee member turnover
Compliance test results	Training for new HR team members
Improved fiduciary processes	Consistent service team



Steps for creating and sharing your history of accomplishments

- ✔ Identify the accomplishments you want to share
- ✔ Engage the plan's recordkeeper to help you fill in the data points
- ✔ Download our template and add your accomplishments
- ✔ Add the report as an agenda item for your next plan meeting
- ✔ Update and share annually

- ▶ Proving your value with a history of accomplishments

Here's a sample that you can use as a guide. You don't need to have an accomplishment for every year, and some years you could have more than one.

Sample history of accomplishments



XYZ 401(k) plan

Accomplishments during our last 18 years together

- 2005**
Began our relationship
- 2006**
Benchmarked fees; reduced plan costs by 4%
- 2007**
Moved from another recordkeeper to lower fees and improve service
- 2008**
Began 1:1 financial wellness with employees
- 2009**
Increased average account balance by 36%, from \$85K in 2005 to \$115K
- 2015**
Benchmarked fees; reduced plan costs by 3%
- 2019**
Modified match from 2% to 4%; increased participation from 70% to 92%
- 2020**
Benchmarked fees; confirmed fees are competitive
- 2023**
Added four more days of on-site participant education; increased average participant savings rate from 4.6% to 6.3%

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Download the template

[History of accomplishments](#)



Creating meeting agendas

Leading retirement plan financial professionals are shifting their focus from traditional investment reviews to higher-level, strategic discussions.

And they're using recurring meeting agendas to help guide these conversations.¹

Adopting this approach can help you:

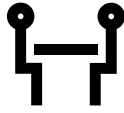
- ✓ Better meet your clients' needs
- ✓ Ensure key issues aren't overlooked
- ✓ Strengthen relationships while limiting extra work



► Creating meeting agendas

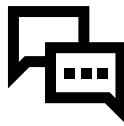
Sample agenda topics and proposed frequency

Topic	Strategic or standard	Suggested frequency
Logistics <ul style="list-style-type: none"> • Plan sponsor attendees • Advisory team attendees • Date and location 	Standard	Every meeting
Overview and our understanding of your needs <ul style="list-style-type: none"> • Key services • Recordkeeper updates • Third-party updates • Work in progress and issue resolution 	Strategic	Every meeting
Fiduciary responsibility, investments, and operational activity <ul style="list-style-type: none"> • Investment updates and fees • Investment monitoring and menu design • Operational updates and issues resolution • Plan document reviews • Governance structure • Fiduciary education • Fiduciary files 	Standard	Every meeting
Financial wellness review and progress report <ul style="list-style-type: none"> • Benchmarking results • Group meeting topics and attendance • 1:1 meeting topics and attendance • Strategy for remainder of year/upcoming year 	Strategic	Every meeting
Goals and needs assessment <ul style="list-style-type: none"> • Prioritize business and employee objectives • Address committee needs 	Strategic	Q1
Business updates <ul style="list-style-type: none"> • What's new with client? • What's new with your firm? • Referral opportunities • Success stories • Team member highlights • Feedback survey (see next section for details) 	Strategic	Every meeting
History of accomplishments (see previous section for details)	Strategic	Q3
Next steps, owner, and timing <ul style="list-style-type: none"> • Actions needed • Date of next meeting 	Strategic	Every meeting



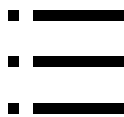
Pre-meeting best practices

- ✓ Review minutes from the previous meeting and add any unfinished business to the agenda
- ✓ Review the client's file to refresh your understanding of the leadership team, business, and retirement plan
- ✓ Research the business and industry to prepare thoughtful questions
- ✓ Create your agenda with your recurring meeting agenda template
- ✓ Send the agenda, meeting details, and any important documents ahead of the meeting



Meeting best practices



- ✓ Keep meetings short and focused to show respect for your client's time
- ✓ Create an open dialogue that allows clients to express their concerns
- ✓ Confirm how often clients prefer to meet (this should be done at least annually)
- ✓ Verbally recap major points and document appropriate meeting minutes



Post-meeting best practices

- ✓ Add the agenda and meeting minutes to the client's fiduciary file
- ✓ Thank clients for their time, and update your file with any new information
- ✓ Put any action or follow-up items in your calendar, Excel tracker, or client management system

Sample quarterly meeting agenda



XYZ 401(k) plan

Quarterly meeting agenda

December 2024
XYZ home office

1 Attendees

XYZ	Your plan partners
• CEO	• Financial professional
• CFO	• Relationship manager
• HRO	• Investment contact
• Committee members	• Other partners

2 Objectives and our understanding of your needs

- Overview of our services and commitment to you and your plan
- Recordkeeper updates and how we work together
- Third-party updates and how we work together
- Work in progress and issue resolution

3 Fiduciary responsibilities, investments, and operational activity

- Quarterly investment updates
- Investment monitoring and menu design
- Operational updates, activity, and issue resolution

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Sample quarterly meeting agenda (continued)

4 Financial wellness review and progress report

- Group meeting topics, frequency, and attendance
- 1:1 meeting topics and attendance
- Success measures

5 Confirming your goals and preferences

Your corporate objectives	Priority		Measure	Timing
	Low	High		
Reduce fiduciary risk	<input type="checkbox"/>	<input type="checkbox"/>	3(31) or 3(28)	Ongoing
Recruit talent	<input type="checkbox"/>	<input type="checkbox"/>	Recruiting pipeline quality	Annual
Retain talent	<input type="checkbox"/>	<input type="checkbox"/>	Turnover statistics	Annual
Improve employee appreciation	<input type="checkbox"/>	<input type="checkbox"/>	Employee survey	Annual, every two years
Manage benefit costs	<input type="checkbox"/>	<input type="checkbox"/>	Benefit cost statements	Annual
Minimize HR burden	<input type="checkbox"/>	<input type="checkbox"/>	HR time analysis, verbal report	Annual
Improve productivity	<input type="checkbox"/>	<input type="checkbox"/>	Production metrics	Quarterly, annual
Decrease absenteeism	<input type="checkbox"/>	<input type="checkbox"/>	Time off records	Quarterly, annual
Increase benefit program use	<input type="checkbox"/>	<input type="checkbox"/>	Benefit attendance reports	Quarterly, annual
Employee objectives	Priority		Measure	Timing
	Low	High		
Increase financial well-being	<input type="checkbox"/>	<input type="checkbox"/>	Employee survey	Annual, every two years
Improve satisfaction with employer	<input type="checkbox"/>	<input type="checkbox"/>	Employee survey	Annual, every two years
Improve financial knowledge (e.g., reduce debt, budgeting)	<input type="checkbox"/>	<input type="checkbox"/>	Employee survey	Annual, every two years
Increase retirement readiness (e.g., account balances, contribution rates)	<input type="checkbox"/>	<input type="checkbox"/>	Plan data reports	Quarterly, annual

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► Creating meeting agendas

Sample quarterly meeting agenda (continued)

Preferences	Options	Notes
Meeting location	<input type="checkbox"/> In person <input type="checkbox"/> Remote	
Meeting frequency	<input type="checkbox"/> Annual <input type="checkbox"/> Semiannual <input type="checkbox"/> Quarterly	
Stakeholder attendance	Who should come to each meeting?	
Document sharing	Who should receive quarterly reports? Who will save them to the fiduciary file?	
Other logistics		

6 Our next steps

Action step	Owner	Timing
Date for next meeting	Committee chair	Today
Store agenda and meeting minutes in fiduciary file	Committee member	By next meeting
Other	Financial professional	By next meeting

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Download the templates

- [New client meeting agenda](#)
- [Annual meeting agenda](#)
- [Quarterly meeting agenda](#)



Conducting effective client surveys

Only 27% of financial professionals conduct an annual online client survey, yet they're one of the best ways to find out how you're doing and identify areas for improvement.¹

Here are some best practices from those who use surveys to solicit feedback:



- ✓ **Be brief**—Ask five or fewer questions, focusing on the key things you want to learn
- ✓ **Make it personal**—Have your team members call clients and personally invite them to complete the survey
- ✓ **Be grateful**—Thank clients for their business and for sharing their experience
- ✓ **Don't limit your audience**—Ask for feedback from multiple people within an organization, including committee members, HR representatives, and C-suite officers
- ✓ **Implement changes**—Make improvements, and let clients know that you listened to their feedback

In addition, you may also want to gather information about the respondents, such as their name and role with the plan, to help you segment results and address immediate concerns. Responses to any personal questions should be optional.



- ▶ Conducting effective client surveys

Sample of plan sponsor survey



Plan sponsor survey

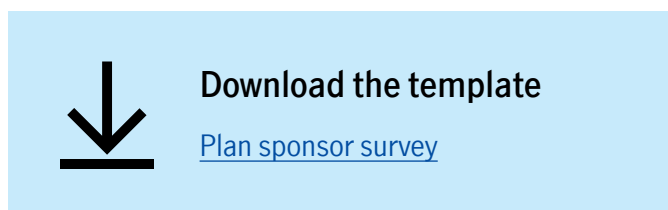
Thank you for sharing your feedback to help us understand how we can better serve you and your plan participants. If you'd like us to contact you directly, please complete the optional information section at the end of the survey. Please send your completed survey to <directions for submitting survey>

- 1 On a scale of 0 to 10, how likely are you to recommend our firm to other business owners looking for a retirement plan financial professional?
0 1 2 3 4 5 6 7 8 9 10
- 2 Based on your response to question 1, please explain why you would or wouldn't recommend our services.
- 3 What could we do to improve our services?
- 4 How often would you prefer to meet with our team: monthly, quarterly, semiannually, or annually?
- 5 How often would you prefer to meet in person: always, 75% of the time, 50%, 25%, or never?

Optional information section

Name:
Company:
Role:
Email address:
Phone number:

For illustrative purposes only.



- ▶ Conducting effective client survey

Assessing survey results

It's important to ask the first question in the sample survey as it will help you determine your Net Promoter Score (NPS). This score is commonly used in the financial services industry and many others to measure customer satisfaction and loyalty.

To calculate your NPS	
Identify which respondents are promoters, detractors, or neutral based on the 0–10 rating they gave you.	
Rating	Description
0 to 6	Detractors
7 to 8	Neutral
9 to 10	Promoters
Subtract the total percentage of detractors from the total percentage of promoters.	
If your NPS is ...	It generally means ...
-100 to -1	Room for improvement
0 to 30	Acceptable with space to grow
31 to 50	More happy than unhappy clients
51 to 69	Excellent, above average
70+	Outstanding, largely happy and loyal clients



Let's work together to level up your practice

We help financial professionals with their goals of retaining retirement plans and building their retirement practice.

Contact your [John Hancock representative](#) to discuss how we can help you with your business initiatives.



All information are only suggestions for consideration and are intended to be general in nature. While helpful, these views are no substitute for direction or advice. You should also take into consideration your company's guidelines and policies before implementing.

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