MFS INVESTMENT MANAGEMENT
CHOOSE WHAT FITS.®

Defined Contribution Investments

Advanced (k)®

A comprehensive program to move your retirement plan business forward

Ann Schleck and Co. is not affiliated with MFS. The information presented herein was provided by Ann Schleck and Co., and MFS cannot guarantee its accuracy and/or completeness.

FOR INVESTMENT PROFESSIONAL, RIA, AND INSTITUTIONAL USE ONLY. Should not be shown, quoted, or distributed to the public.

MFS® understands your ability to attract new clients, build rewarding relationships, and maintain your retirement plan business is critical to your long-term success in the highly competitive retirement plan marketplace.

Growing your practice

As an advisor looking to meet your clients' retirement plan needs and grow your business, it is important for you to have the right tools and to work with committed, proven partners.

Advanced (k)® combines the expertise and dedicated support of MFS' Defined Contribution Investments (DCI) team with the strategies, tools, and resources of third-party retirement industry expert, Ann Schleck & Co.

Our robust program features timely retirement plan market data and a wealth of comprehensive, impactful tools that can help you excel at communicating with and managing your plan sponsor clients by providing you

- powerful content, client-ready templates, and over 20 tools that help you focus on the most relevant issues for your practice and create tangible results for your clients
- strategic relationship management and client retention tools to help you anticipate clients' needs and deliver added value with skill and precision
- access to the latest data, insights, and industry best practices that you can incorporate into your own retirement plan business

PROGRAM MODULE

Benchmarking advisor fees and services

Advanced (k) offers three modules that can help you win new business and retain existing clients: *Benchmarking advisor fees and services, Managing strategic client relationships* and *Building a standout approach*.

Each module has the tools and information you need to help accelerate the growth of your retirement plan practice, including

- detailed PowerPoint® presentations
- easy-to-follow playbooks/toolkits
- customized reports and analyses
- client-ready templates
- a variety of other resources

Detail and articulate your business model to demonstrate your value to plan sponsors. In this module, you will

- evaluate advisor fee/service trends and timely market data
- work with our experts to compare your fees and services by using a one-of-a-kind Fee Benchmarker™ tool
- review best practices for proactively communicating fees and services to plan sponsors
- discuss services that are commonly included in the annual advisor retainer
- learn how to define, measure, and report ROI to clients
- gather information to create a year-end fee and service disclosure summary

Playbook
Review fee trends and communication strategies

PowerPoint
Evaluate fee and service trends and market data

Fee Benchmarker Report
Compare your fees and services to industry norms

PROGRAM MODULE

Managing strategic client relationships

Building relationships and retaining clients is critical to your success. This module provides an overview on topics that can help you

- evaluate the key elements of effective client management
- review how top advisors allocate their time
- discuss critical client retention drivers
- conduct a plan assessment and client needs analysis to help differentiate your client service approach
- set a process for managing strategic client relationships
- establish annual goals and measures for your practice
- develop a database of questions to monitor progress and gauge client satisfaction via ongoing customer feedback
- complete a comprehensive plan assessment
- create an annual calendar for each of your clients to help build a comprehensive relationship plan that defines and tracks each client's key activities
- learn how to cross-sell services and expand your business relationships

Playbook
Learn about critical client management and retention tools

PowerPoint
Access the latest industry-wide best practices

Client calendar
Build a comprehensive client relationship plan

PROGRAM MODULE

Building a standout approach

Advanced (k) brings together two retirement plan leaders you can trust, MFS and Ann Schleck & Co.

By leveraging MFS' extensive resources and the support of our Defined Contribution Investments team, you position yourself as an experienced retirement plan resource with

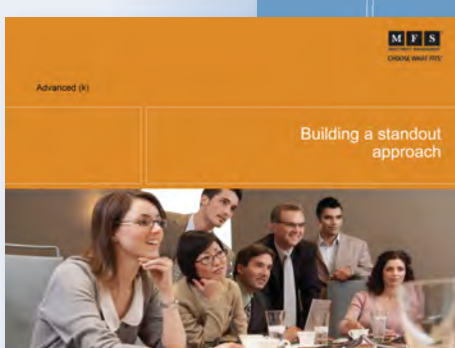
- access to a broad range of investment funds
- competitive analyses
- attribution and style analyses
- market and portfolio commentary
- other business-building tools

MFS is proud to partner with Ann Schleck & Co. — a leader in strategic marketing, sales, and client service consulting — to deliver our Advanced (k) program.

To succeed in an increasingly competitive marketplace, you need to differentiate your client interactions and finals presentations by effectively communicating your expertise and added value. In this module, you will

- review a simple five-step process for developing a compelling sales deck that stands out from your competitors
- hear about the importance of having a professionally designed presentation with a unifying content theme
- examine a number of content tips, including presentation length, effective use of headlines, the importance of reflecting your personality, and speaking directly to your audience
- learn about the value of aligning your content with one of three possible presentation formats
- see a detailed sample of the problem/solution format, which clearly demonstrates how you work with clients to solve specific needs
- use the content organization index tool to identify potential presentation topics based on plan sponsors needs and concerns

Playbook
Learn about valuable tools to develop a winning finals presentation



PowerPoint
Read tips for creating impactful content and review sample formats

Content organization index
Identify potential topics to cover in your sales presentation

MFS Investment Management®

We invented the mutual fund®

In 1924, MFS® established America's first mutual fund.

A consistent investment approach

- *Research driven*: Our proprietary method of evaluating securities is continuous and looks to identify high-quality investment opportunities in every major asset class around the world.
- *Global vision*: We have global analysts in six worldwide offices, tracking securities in more than 80 countries.
- *Disciplined choices*: We offer investors a diverse range of products that are style consistent and carefully overseen to manage risk at the security and portfolio levels.

Choose what fits®

MFS is committed to providing advisors and their clients with a broad range of options so they can choose what fits individual long-term goals and needs.

Call one of MFS' dedicated DCI specialists today at **1-800-637-8730** to learn how to incorporate Advanced (k) into your practice. Please check with your home office for a list of approved materials.

For information about our full complement of value-added services, visit us online at **mfs.com**.

MFS does not give tax or legal advice. Before your client makes any financial commitment regarding the issues discussed here, make sure he or she consults with the appropriate professional advisor.

FOR INVESTMENT PROFESSIONAL, RIA, AND INSTITUTIONAL USE ONLY. Should not be shown, quoted, or distributed to the public.

MFS Fund Distributors, Inc., 500 Boylston Street, Boston, MA 02116

MFSB-DCIOVA-BRO-8/11
17218.4