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 CAP Accounts
III. CAP Account Management
IV. Differences Between the Group Retirement Plan Sales Model and Other Sales Models
V. Role of an Advisor in the Prospecting Stage
VI. Role of the CAP Provider in the Prospecting Stage
VII. Marketing/Going to Market with a CAP
VIII. Reasons a Plan Sponsor Might Want to Market a CAP
IX. Basic Differences Between Direct and Indirect Marketing of a CAP
X. Key Steps in Marketing a CAP
XI. Request for Proposal (RFP)
XII. Information Typically Included in an RFP
XIII. Preparing an RFP

Total pages in this lesson: 13 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 a CAP
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 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 That Follow 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 Enrollment 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 a Service Representative
XIV. Plan Termination
XV. Reasons the CAP Provider May Elect to Resign from a CAP Account
XVI. How an CAP Provider Terminates Its Relationship with a CAP Account
XVII. 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. Key Points of the CLHIA Code of Ethics
VIII. CLHIA Impact on Group Retirement Plans
IX. Personal Information Protection and Electronic Documents Act (PIPEDA)
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 Group Service Representative
XVI. Ethical Issues for a CAP Provider’s Education Specialist

Total pages in this lesson: 16 pages