


Business Planning Services  
**Marketing Guide**


# Table of Contents


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**INTRODUCTION.....1**


## **PROCESS**


 STEP 1: UNDERSTANDING THE BUSINESS MARKET.....2


 STEP 2A: PRE-APPROACH.....2

 STEP 2B: SAMPLE APPROACH SCRIPTS.....3

 STEP 3: FIRST MEETING FACT-FINDING SESSION.....4

 STEP 4: REQUESTING A PROPOSAL.....4

 STEP 5: PRESENTING THE PROPOSAL AND COMPLETING APPLICATIONS.....5

 STEP 6: SUBMITTING THE BUSINESS.....5

## Introduction

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The Principal Financial Group® offers complimentary business planning services to help you get in front of business owners and offer unique services. The reports from these services provide important information to business owners regarding the value of his or her businesses and the impact that value can have on many aspects of their financial futures.

### **Informal Business Valuation and Business Planning Report**

You and your client will receive, at no cost, an informal business valuation prepared by our Advanced Solutions team of professionals including CPAs and consultants using five commonly used methodologies. The report also provides suggested solutions, based on the unique needs of your business. In addition, our team is available to discuss the highlights and recommendations with you, and answer any questions you may have.

### **Buy-Sell Review**

This report includes highlights of your client's buy-sell agreement and any recommendations our Advanced Solutions team of CPAs and attorneys may have, based on the client's business needs. The review also includes a summary of your client's buy-sell agreement funding and options to help meet any identified funding deficiencies.

Providing these value-added services to your business-owner clients and prospects can help open a variety of business case sales opportunities for you!

### **The Sales Process**

Our six-step process will help you get acquainted with the type of prospects you might focus on in the business market. Then we'll guide you through the approach, the fact-finding meeting as well as requesting and presenting a proposal. Finally, we'll provide an overview of the process for submitting the business.

# Sales Process Guide

Access the following materials at [www.principal.com/businessplanning](http://www.principal.com/businessplanning).

## STEP 1

### UNDERSTAND THE BUSINESS MARKET




- Use the **Generate Sales with Informal Business Valuation and Buy-Sell Reviews** brochure (BB10350) to better understand the market and which types of businesses make good business planning services clients and prospects, as well as the opportunities and sales that can be uncovered.
- Review the **Sample Informal Business Valuation Report** (BB11286) and **Sample Buy-sell Review Summary** (BB9868SPRES) to get familiar with the components of these reports.
- Use the **Informal Business Valuation Training Presentation** (BB11517) to understand how to use this report as an advisory and sales tool.

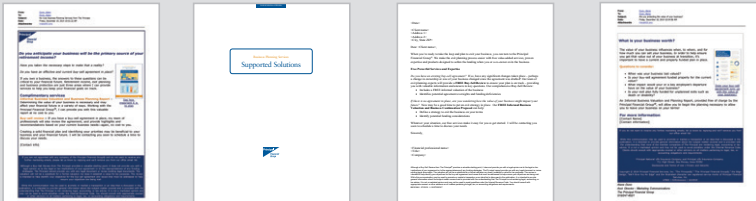


## STEP 2A

### PRE-APPROACH



- Send the **Business Planning Services Approach E-Mail** (LF151) to help your clients understand the importance of a current business valuation and buy-sell agreement. Or, you can –
- Mail the **Approach Letter** (BB10245) to help your clients understand these services can help them secure their financial futures.
- The **Business Planning Services Supported Solutions** brochure (BB9852) can be mailed or used as a “leave behind” when approaching business owners about our complimentary business planning services.
- Send the **Business Valuation Approach Email** (LF502) to point out how the value of a business influences so many aspects of a business and its owner’s future.



## STEP 2B

## SAMPLE APPROACH SCRIPTS



Use this **Script** to approach clients about our business planning services.

Mr./Ms. Business Owner, This is \_\_\_\_\_ with \_\_\_\_\_  
(The Principal or DBA).

**Opening option 1 after sending pre-approach brochure:** I recently sent you a <letter, email, brochure> outlining the unique business planning services I offer that can help you identify the value of your business for planning and protection purposes. Informal business valuations and buy-sell reviews have become popular planning tools with my business-owner clients. **Skip the next paragraph.**

**Opening option 2 in person or via cold call:** I would like to share with you the unique business planning services I offer that can help you identify the value of your business for planning and protection purposes. My business-owner clients have found these services to be beneficial planning tools. We have a team of CPAs, attorneys and financial consultants that has already provided these services for more than 2,000 clients nationally.

My business clients tell me they're interested in understanding the impact the economy has had on their businesses over the past few years. Offering these services, at no cost, allows me to provide value, and help them quickly identify their financial priorities — both at the business and personal level.

Most business owners express frustration about being contacted by advisors who are looking for problems to fit with the solutions they offer. For example, they might say, "Let me look at your 401(k)" or "Let's look at your health insurance premiums this year." They seem to focus on what they have to offer instead of identifying your priorities. The business planning services I offer help business owners like you do just that, identify **your** top priorities.

Obviously, the top concerns for most business owners are:

- 1) Growing their businesses
- 2) Effectively managing changes in their businesses
- 3) Eventually retiring from or transitioning out of their businesses — on their own terms.

The complimentary business planning services I offer can help you focus on your priorities, whether they involve preparing for retirement, identifying who will manage your business should an unexpected change occur or helping you protect the integrity and value of your business as you transition out. All of these things usually start with having a good idea of the value of your business today, updating the value over time and having a plan in place for managing that process through your intended retirement or transition out of your business.

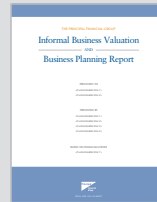
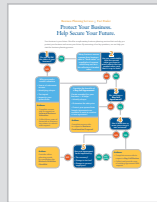
If I could have just 20 minutes of your time, <now (if in person)> OR, <later this week, or early next week> to share samples of our business planning services reports with you, I believe you will find them to be valuable tools for your business. All we need to get started are the latest three full years of your company financials, your buy-sell agreement, if you have one, and the answers to a few simple questions. What time works best for you?

## STEP 3

## FIRST MEETING FACT-FINDING SESSION



- Thank your prospect for his or her time and remind him or her why you're there (the value you bring) and reiterate the information you discussed in the approach script.
- What can we get started for you?
- Complete the entire **Business Planning Services Fact Finder** (BB10847)
  - Collect copy of buy-sell agreement.
  - Collect the *most recent* three full years of company financials (income statements and balance sheets) or business tax returns.
- Present the **Sample Informal Business Valuation and Business Planning Report** (BB11286) – This piece will allow you to give an overview of the value provided by this informal valuation service.
- If the client has a buy-sell agreement in place, present the **Sample Buy-Sell Review Report** (BB9868SPRES) to offer buy-sell review service as well.



## STEP 4

## REQUESTING A PROPOSAL



- Send completed **Business Planning Fact Finder**, three years of financials and/or the buy-sell agreement (if applicable) to Advanced Solutions.
  - Five to seven business-day turnaround on informal business valuations
  - Fifteen to eighteen business-day turnaround on buy-sell reviews
- When you receive the reports, review the results. If you have questions, contact Advanced Solutions at 800-654-4278, ext. 75328 to schedule a call.



## STEP 5

## PRESENTING THE PROPOSAL AND COMPLETING APPLICATIONS



- Present the completed **Informal Business Valuation and Business Planning Report** to the client.
- Schedule a conference call if you would like Advanced Solutions to assist with the discussion of the informal business valuation report or buy-sell review with your client.
- Review and rank the planning considerations at the back of the Informal Business Valuation and Business Planning Report.
- Be sure to take disability income insurance and life insurance applications with you — both term and permanent — so you can get underwriting started right away!

A document titled "Key planning considerations" with a blue header. It contains several sections with checkboxes and input fields, likely for ranking or selecting planning options.

## STEP 6

## SUBMITTING THE BUSINESS



- ALWAYS complete and submit the appropriate Business Submission Checklist (DD849) when submitting business cases!
- Get credit for your BOES cases, and give your clients the benefit of receiving the experience and dedication of our Business Market Administration department, which has more than 12,561 cases and 25,373 policies under management:\*

  - Dedicated business case administrator
  - Plan-level reporting
  - Consolidated reporting and billing services
  - Employer and participant access to account information 24/7 via our secure Internet site

\*As of September 30, 2014.

A document titled "Business Submission Checklist (DD849)" with a grid of checkboxes and input fields, used for tracking the completion of various submission requirements.



WE'LL GIVE YOU AN EDGE®

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