HELP YOUR ADVISORS TAKE OFF

NAPA 401(k) Practice Builder
Provide your advisors with the foundational knowledge essential to 401(k) plan sales.

NAPA’s 401(k) Practice Builder is...

1. Simple — straightforward explanations of complex industry concepts
2. Practical — modules are designed to address real-world sales encounters
3. Fast — advisors complete the entire series in about 3 hours
4. Convenient — designed for advisors on-the-go
5. Engaging — interactive online modules entertain while teaching
6. Cost-Effective

Your advisors will gain the knowledge they need to:
- Successfully sell and manage 401(k) plans
- Increase their total AUM
- Diversify their client base

Your firm will:
- Increase its total AUM
- Reduce the risk of costly sales process errors
- Provide added value to your sales talent
- Attract new sales talent

Provide your advisors with the foundational knowledge essential to 401(k) plan sales.
NAPA is unquestionably THE education leader for the 401(k) sales industry. Unbiased, with an unbeatable history of knowledge and thoughtful leadership.”

—Mark P., Financial Advisor, Retirement Plan Sales Specialist & NAPA Member
Understanding 401(k) Plans
Learn It: Advantages of 401(k) Plans
Learn It: Employee & Employer contributions
Learn It: 401(k) Plan arrangements
Use It: Have confident conversations with prospects

401(k) Plan Features, Documents, and Testing
Learn It: Common features of 401(k) Plans
Learn It: The purpose of plan documents
Learn It: Basic compliance testing
Use It: Deliver effective solutions to prospects

401(k) Plan Products and Players
Learn It: Service provider roles & responsibilities
Learn It: Understanding fiduciary services
Learn It: Basic product arrangements
Use It: Recruit strategic partners to fulfill prospect needs

Each module is 30 minutes
Your Service Model:
The 4-Step 401(k) Plan Sales Process

Learn It: Service & Fee Disclosures
Learn It: Standard & Supplementary advisory service models
Learn It: The 401(k) Plan Sales process
Use It: Develop successful sales and service models

After the Sale: 401(k) Plan Management

Learn It: Transferring 401(k) Plan assets
Learn It: Ongoing plan management advisory responsibilities
Learn It: Communicating your value to clients
Use It: Build valuable referral sources and retain clients
**What organization issues this training?**
National Association of Plan Advisors (NAPA)
4245 North Fairfax Drive, Suite 750
Arlington, VA 22203

**Who is our sales contact?**
Lisa Allen, Director, Institutional Training Sales
703.516.9300 x 127 direct
202.870.3421 mobile
lallen@asppa.org

**What format does NAPA 401(k) Practice Builder take?**
The training consists of five 30-minute, self-paced, interactive online learning modules with a learning assessment presented at the end of each module.

**What prerequisites or experience level is expected prior to taking the NAPA 401(k) Practice Builder?**
The program is designed for the financial advisor who is a novice to the 401(k) plan industry.

**What is the expected timeframe for completion of all five NAPA 401(k) Practice Builder modules?**
The modules are completely self-paced. An advisor could realistically complete the entire Practice Builder series in a single day. However, the modules are designed with total flexibility to meet the needs of the busy financial advisor.

**What is the total cost of NAPA 401(k) Practice Builder?**
NAPA Firm Partner discounted pricing:
Up to 100 advisors: $250 per advisor
100+ advisors: $200 per advisor
Upon completion of NAPA 401(k) Practice Builder, are there any ongoing continuing education requirements or additional costs?

No.

Will our firm have access to reporting allowing us to track advisor progress?

How long are these records retained?

Yes. At the firm level, online, on-demand reports provide information on advisor usage and progress. Records are retained indefinitely.

How often is the content contained in NAPA 401(k) Practice Builder updated?

NAPA updates the content at least annually, or more often as new regulations require.

Who will the advisor enrolled in NAPA 401(k) Practice Builder contact with questions?

Customer support is available M-F, 8:30am–5pm ET at 703.516.9300 or via email at customersupport@asppa.org.

More Questions? Contact:
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National Association of Plan Advisors
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Arlington, VA  22203
Mobile: 202.870.3421 (texts welcome)
Office: 703.516.9300 Ext. 127
The National Association of Plan Advisors is a sister organization of the American Society of Pension Professionals & Actuaries (ASPPA). For almost 50 years, ASPPA has been and continues to be the industry leader in education and advocacy for those who service the employer sponsored retirement plan industry. NAPA was established in 2011 to meet the advocacy, education, business intelligence, and networking needs of the plan advisor community.

NAPA membership has swelled to more than 8,000 members nationwide — and still growing! We invite you to visit www.napa-net.org.