

## The Production Study Guide

CFS and SPF can help you increase your investment program's production exponentially. *Forget 10 percent growth a year; we challenge you to reach higher. How much do YOU want to grow your program next year?* We have the data-mining tools, best practice knowledge, and project lead capabilities to guide you toward new performance plateaus. With your team's commitment to a customized action plan, you can turn your growth goals into reality!

This customized action plan will help your program:

- Uncover the exact number of new clients needed, per month
- Engage all levels of your financial institution in discussions to improve awareness, integration and credibility
- Empower advisors with review tools, scripts and milestone marketing
- Reduce your marketing team's workload by narrowing their focus and increasing response rates
- Help your advisors improve the quality and quantity of both branch and client/member referrals

*"The production study provides hard data on how our program is performing and what activities are most effective so we can be more strategic in our marketing. It gives us a roadmap to truly build our productivity."*

*~ John Marx, VP, Program Manager,  
Elevations Credit Union*



The following is a step-by-step process to initiate a customized Production Study.

## Step 1: Analyze

**Step 1** is when the experienced professionals in our program development team will analyze your specific client data using the powerful data-mining capabilities of our Rep Technology Platform, dataVISION to uncover the top 20% of your investment clients and review their:

- Age
- Primary need
- Method of introduction to investment services
- Seminar effectiveness
- Employer trends and any disintermediation

The analysis of your production helps identify the individuals who need investment services, the specific services they need the most, and the services that produce the highest invested amount. *Targeting the right clients with the right services puts your investment program on track to reach your performance goals.*

## Step 2: Implement

**Step 2** is the point where the “rubber meets the road,” and *your program and branch teams commit to implement specific actions.* It is essential that your institution has top-down commitment to the process since multiple departments will agree to specific measurable outcomes. Acting as your project lead and consultant, our Program Development Team will provide the materials your teams need, help hold them accountable, and guide everyone toward higher and higher levels of achievement.



You will discuss best practices with your regional program development manager and work as a team with a cross-section of people from your financial institution to create a customized implementation plan that includes tactics that target the following areas:

- **Branch** – Increase quality of referrals by improving training
- **Book** – Segment and market strategically
- **Marketing** – Strategically address your target audience’s needs, based on demographics uncovered in the production analysis. May include website, workshops, and a focus on follow up

### Step 3: Measure

**Step 3** is to measure the effectiveness of the implementation actions. Your CFS/SPF partners will help hold your teams accountable throughout the process and measure success along the way. This helps keep the momentum going and realign strategies as necessary to stay on target.

After a full year of implementing the plan, we measure your overall success by comparing your baseline and new production numbers. Again, the insights and guidance from your program development management team will help you leverage our dataVISION reports to evaluate your program’s production growth, specifically honing in on which areas most helped you reach your goal, including (but not limited to):

- Staff training
- Advisor sales coaching and consulting
- Targeted marketing

*“The production study identifies the most needed and most profitable areas of my business so I know where to focus my efforts. I have also had great success sharing the study with Marketing and upper management in order to target and get funding to reach out to specific prospects.”*

*Growing your business may be as easy as having each advisor close one to two more sales per month*, but achieving those new sales takes different techniques for different financial institutions. Your CFS/SPF team can help you use your customized plan to identify and take action on the specific steps needed to reach your unique clients.