

Grow Your Business: Public Sector

Prudential Retirement® is proud to present **“Getting Back on Track: Financial Wellness in the Public Sector,”** a program you can use to build your business by showing public sector plan sponsors that you understand their challenges and the financial realities of their workers. The program also provides insights that you can share with plan sponsor clients and prospects to help them financially prepare their employees for the future.

To gain these insights for the program, Prudential sponsored a survey, conducted by The Economist Intelligence Unit in March 2017 of 1,877 public sector workers with a wide variety of backgrounds, functions, locations and lengths of tenure. The survey revealed three main themes:

- Attracting talent without the promise of a full pension
- Justifying confidence: Many ‘financially confident’ public employees are ill-prepared for retirement
- Millennials face impediments in public sector employment

This program will provide you with fresh insights and tools that you can utilize to have differentiating conversations with public sector clients and prospects.

This launch kit contains:

1. Cheat Sheet

Get a quick, one-page summary of the program.

2. Client Segmentation Steps and Engagement Ideas

Get ideas about how to effectively use this program when prospecting and during client engagement efforts.

Cheat Sheet

Why is Prudential offering this program?

Many of the top advisors and consultants we work with have told us that it's increasingly difficult to differentiate themselves in today's marketplace. At the same time, the public sector is facing some unique challenges as well as exciting opportunities. This program is designed to help you grow your business by having fresh and meaningful conversations with clients and prospects while helping them solve for some of their challenges.

Who has access to the program?

We make the content of the "Getting Back on Track: Financial Wellness in the Public Sector" program available to public sector plan sponsors and our advisor and consultant partners. The program contains additional tools and strategies to differentiate yourself from the competition.

Who will benefit from the program?

Advisors and consultants looking to grow and enhance their business in the public sector. Whether you're building on past successes or entering this market for the first time, this program is designed to help you grow your business.

How can Prudential help address the challenges identified in the research?

Many plan sponsors can structure their retirement plan in a way that supports their broader business goals. We can help you, and your clients and prospects do just that by:

A. Improving Plan Efficiency: A more efficient retirement plan can provide the same level of worker benefits while also potentially freeing up money that can be allocated to other areas of the business.

B. Designing Targeted Benefits: We can help plan sponsors structure their retirement plans to support important business goals, such as attracting top talent. We also help plan sponsors confront the financial realities facing their workers and propose solutions aimed at helping those workers be better prepared for the future.

How will this program help you engage prospects and clients?

Easily download unique tools and information from this website that you can use to have insightful conversations with plan sponsors to differentiate yourself by speaking about the topics that matter most to them. This content—infographics, ready-made emails, original research, articles and more—will allow you to easily discuss their challenges and offer real solutions that drive their workplace and workers forward.

What else can you expect from the program?

Prudential will continue to release new content, tools and other items to help you with your prospecting and client engagement efforts in this space. We will also update the website with additional content and tools to help you engage clients and prospects in other market segments. We will keep you informed as new materials are released.

To learn more, contact your Prudential Retirement representative.

Client Segmentation Steps and Engagement Ideas

The program has three key themes:

- Attracting talent without the promise of a full pension
- Justifying confidence: Many 'financially confident' public employees are ill-prepared for retirement
- Millennials face impediments in public sector employment

While the materials currently available on the website will allow you the flexibility to engage clients and prospects on any of these topics individually, here's one suggested approach to open a successful conversation about them collectively. By focusing on financial wellness in the public sector, you can touch on these three themes while also showcasing your ability to help plan sponsors with their business objectives goals—and their workers to become more fiscally fit. We will also share more engagement ideas with you in the future.

Step 1: Define your ideal client

Look at your existing clients as well as your list of key prospects. Narrow that list to only the plan sponsors that are in this market and that you believe would appreciate research and insights that may help them build a stronger future for their workers and tackle some of their organization's challenges.

Step 2: Connect with your target audience in a meaningful way

Download content—an animated banner, suggested email text, and our program's survey highlights—that you can use to create your own email to engage clients and prospects on this topic. You can use the banner and text as is or edit the text to make it your own. You can also attach the program's quick and easy survey highlights to the email to lay the groundwork for a larger, future conversation.

Step 3: Construct a strong follow-up message

Next, download the article entitled "Public Pension Leaders Q&A: Paving the Path to Financial Wellness for Public Sector Workers" to gain insights on financial wellness from two public sector pension experts. Share this article with plan sponsor clients and prospects to illustrate that you understand their challenges and can offer unique insights that may help them and their workers create a stronger future.

Step 4: Take the conversation to the next level

If you have opened the conversation and would like to take it to a deeper level, download the program's core infographic, executive summary, additional articles or any of the other materials for more information. You can also contact your Prudential representative to discuss solutions that may help specific clients with some of their other workforce and retirement challenges.

To learn more, contact your Prudential Retirement representative.

**Contact your Prudential Representative
with any questions.**

We're committed to your success.

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