

# Grow Your Business: Taft-Hartley Market

Prudential Retirement® is proud to present “**Union Perseverance in the 21st Century,**” a program you can use to build your business by showing Taft-Hartley clients and prospects that you understand their challenges and the key concerns and aspirations of their members.

To gain these insights for the program, Prudential sponsored a survey, conducted by The Economist Intelligence Unit in September 2016 of more than 1,500 union members across 15 industries throughout the U.S. The survey revealed three main themes:

- There is a generational disconnect among union workers
- Millennials have higher expectations of unions and the overall workplace
- Unions can improve engagement by offering training and taking new approaches to meet member needs

This program will provide you with fresh insights and tools that you can utilize to have differentiating conversations with Taft-Hartley 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**

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, many of their Taft-Hartley clients and prospects are facing some unique challenges as well as exciting opportunities. This program is designed to help you grow your business by having unique 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 "Union Perseverance in the 21st Century" program available to Taft-Hartley decision makers 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 Taft-Hartley market. 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 unions 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 member benefits while also potentially freeing up money that can be allocated to other areas of the business.

**B. Designing Targeted Benefits:** We can help unions structure their retirement plan in a way that's designed to attract top talent and aligns a union's retirement benefits with what matters most to the various segments and generations of its workforce.

## 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 Taft-Hartley decision makers to differentiate yourself by speaking about the topics that matter most to them. This content—infographics, original research, articles and more—will allow you to easily discuss their challenges and their members' key concerns and aspirations, and offer real solutions that drive their union 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 findings:

- There is a generational disconnect among union workers
- Millennials have higher expectations of unions and the overall workplace
- Unions can improve engagement by offering training and taking new approaches to meet member needs

While the materials currently available on the website will allow you the flexibility to engage clients and prospects on any of these topics, here's one suggested approach to open a successful conversation about how unions can position themselves for future success. We will 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 those in this market and that you believe would appreciate research and insights that may help them build a stronger future for their union and its members.

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

Download content—an animated banner, suggested text, and an infographic—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 highly-visual, high-impact infographic to the email to lay the groundwork for a larger, future conversation. Its entitled “Preparing the Next Generation of Workers” and features insights from several union leaders to millennial members.

## Step 3: Construct a strong follow-up message

Next, download the article entitled “Unions and the Power of Social Media” to learn how, at a time when unions are struggling with declining membership, some union leaders are turning to social media and other forms of organizing. Share this article with clients and prospects to illustrate that you understand their challenges and can offer unique insights that may help them and their members 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 survey highlights, core infographic, 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.**

"Union Perseverance in the 21st Century," An Economist Intelligence Unit research program sponsored by Prudential, September 2016.

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