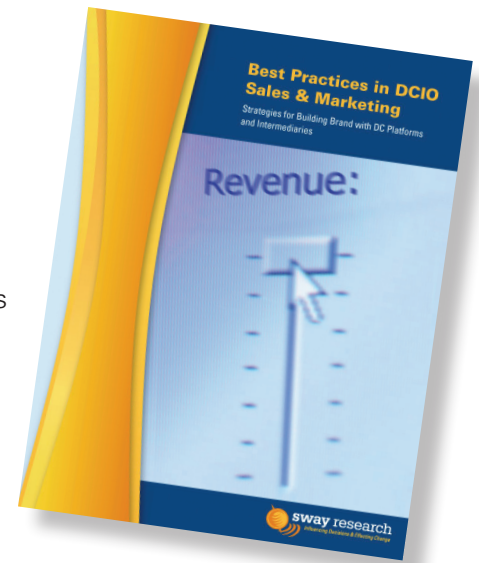


Best Practices in DCIO Sales & Marketing

Strategies for Building Brand with DC Platforms and Intermediaries

Overview

This comprehensive analysis of the DCIO market is designed to arm sales executives with critical competitive benchmarks and insights needed to fight for budgets and grow DCIO sales. The 100 page report features a wealth of data and insights collected from surveys and interviews of DCIO sales leaders, DC gatekeepers, and retirement advisers. Whether your firm has long been in the DCIO business or is a relative newcomer, this report will produce exceptional value.



Benefits

- Harness benchmarking data to fight for your 2009 DCIO budget
- Hear from DC gatekeepers about best-in-class DCIO sales practices and managers
- Learn from retirement advisers about their preferred value-add programs and providers
- Discover the nontraditional asset classes that are best-positioned for DC plan adoption
- Measure the growth and productivity of your firm's DCIO effort versus the competition

Key Findings

- Roughly one-third of managers expect to fall short of 2008 DCIO sales goals
- Gatekeepers project that nearly one-third of DC assets will be invested in Target-Date portfolios by 2015
- 90% of DC gatekeepers believe value-add programs demonstrate commitment and/or enhance sales with retirement advisers
- Retirement advisers view manager brand and value-add programs as primary tiebreakers in the manager selection process

Essential Benchmarks

- Annual DCIO sales spend
- Annual DCIO marketing spend
- Annual spend by channel
- Annual spend per salesperson
- Annual DCIO gross sales
- DCIO sales by channel
- DCIO staff headcounts
- DCIO sales per salesperson
- DCIO assets per FTE
- DCIO asset growth



Sample pages.

Study Chapters:

1. DCIO Drivers, Threats, and Outlook for Growth
2. DCIO Product Trends
3. Benchmarking DCIO Sales and Asset Growth
4. Benchmarking DCIO Sales Staff and Production Levels
5. Benchmarking DCIO Sales and Marketing Budgets
6. Harnessing Value-Add Programs to Build DCIO Brand
7. Best Practices to Attract and Support DC Gatekeepers
8. Best Practices for Marketing to Retirement Advisers

Price: \$7,500

Table of Contents, List of Exhibits, Methodology, Index of Companies and Order Form attached.

www.swayresearch.com

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Influencing Decisions & Effecting Change

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Foreword and Methodology

The impetus for this research grew out of a series of conversations with DCIO sales executives in the spring of 2008. As I spoke with DCIO sales leaders, I discovered a common need existed among firms of all sizes for insights into the amount of dollars being spent to market DCIO services and the best practices for allocating these dollars, such as on the "right" value-add programs. The need for insights into effective marketing practices has grown dramatically as the DCIO market has shifted from a wide-open space full of opportunity borne by record-keepers' shift to open-architecture into a far more hostile arena with threats from new competitors and developments, such as QDIA and the rise of Target-Date funds.

In order to develop benchmarks for sales and marketing expenditures, while also uncovering insights into the needs of key DCIO targets, such as DC platforms, advisers, and TPAs, separate surveys were administered to the following three groups:

DCIO Sales Executives - Leaders of DCIO sales efforts at fourteen asset management firms completed an in-depth survey (see Appendix A) on business growth, sales and marketing efforts, and product trends. In order to enhance the analysis, the fourteen firms have been segmented into the following tiers based on DCIO assets under management:

Segment	DCIO AUM Range	Avg. DCIO AUM (Bils)	Count
Tier One	Greater than \$10B	\$18.8	4
Tier Two	\$5B - \$10B	\$6.4	4
Tier Three	Less than \$5B	\$1.9	6
Overall		\$7.6	14

Advisers and TPAs – A group of 166 brokers, RIAs, and registered TPAs completed an in-depth survey on product trends, portfolio selection criteria, and support and service needs. The group includes 107 "retirement advisers" who focus their businesses on selling and servicing DC plans, and 59 advisers that focus their businesses on individual investors, but manage a few DC plans. About one-third of advisers are with a registered RIA, about one-third are with a registered broker/dealer, and the other one-third are with a firm that has a dual registration. The following table provides averages for advisers' DC plans under management and average plan size:

Registration	Retirement Plans		Individuals	
	Avg. # of DC Plans Serviced	Avg. Plan Size (Mils)	Avg. # of DC Plans Serviced	Avg. Plan Size (Mils)
B/D	47	\$4.10	8	\$1.96
RIA	48	\$8.24	9	\$1.21
B/D and RIA	57	\$6.97	16	\$2.67
Overall	51	\$6.43	11	\$2.06

DC Platform Gatekeepers - Gatekeepers from nine DC platforms completed an in-depth survey on product trends, as well as support services provided by DCIO managers, including value-add programs. The firms represented by the nine gatekeepers have an average of \$60 billion of assets under administration. The group includes four insurers, two banks, two large TPAs, and a payroll provider.

Each of the three surveys was fielded between June 25 and August 31, 2008. In addition to the data that was collected through the surveys, interviews were conducted with numerous participants from each of the three survey groups.

Chris J. Brown
Principal
Sway Research LLC
October 10, 2008

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