

▶ An Easy Summer Sales Idea

Work Your Book for High Value DB Prospects

Objective: Find 15 good prospects in your current book while taxes are still on their minds. Have your Assistant go through your book to identify clients with easy-to-determine characteristics:

1. Contributed as much as possible to a SEP or single person 401k for 2007
2. Born before 1963
3. Have self-employment income of \$75,000 or more
4. Occupation: Independent Consultant, Contractor, Physician, Software Programmer, Entertainer, Designer, etc.
5. OR, do not have a business retirement plan with you. Have your Assistant call if you don't control the assets. Find out whether they have a plan, what type and the amount contributed last year

Call and make these points in your own words:

- 1 I know that you contributed as much as you could to your (SEP/401(k)) 2007.
- 2 In 2008 and future years you may be able to reduce your taxes even more because of recent changes in the tax law.
- 3 Instead of a business retirement plan like your current ___[SEP/Simple/401k] which limits your contribution to \$46,000 in 2008 (\$51,000 if age 50 or older), **you could start a business retirement plan that lets you contribute and deduct from taxes 2-3 times that amount annually.** That is money that goes to your future retirement instead of taxes.
- 4 A nice thing about this kind of plan is that you have pretty much complete discretion about the investments you use -- so you're not limited to something you wouldn't want to invest in with your retirement money.
- 5 If you're interested in saving a lot more in taxes in 2008 let me run some calculations to show what you could save. I only need to know two things right now.
 - You were born in _____. Is that right?
 - About how much do you expect to earn from your (self-employment income/business) this year?
- 6 Let me send you the estimate of how much you could save and then we can talk about it. I'll show you the maximum you would be able to contribute to the plan **possibly \$100,000 or more** and how much that could mean in tax savings and increased retirement wealth over the years. It should take about a week for me to get the estimate of how much money you could save for 2008. I'll get you back to talk about it after that.