



# The next opportunity

Career opportunities for career changers

## Your business market opportunity

Our business markets process can help you reconnect with prior business owner contacts in a highly consultative way. Additionally,

business professionals such as CPAs, attorneys, and business coaches will see value in working with you as our process can generate additional clients and revenue for them.

# Our business market process can help in 3 significant ways:



## Differentiate Your Practice

- Training on how to effectively sell from corporate value and sellability
- Education on the 5 most- frequent buy-sell land mines
- Access to MassMutual proprietary business software and consulting services\*
- Training on the 8 value drivers that can increase the value of your clients' business



## Increase Commissions from Existing Clients

- Proven process to re-engage with clients
- Access to MassMutual diagnostic tools for “call-to-action” meetings
- Develop dialogue to engage in business planning discussions with social network
- Access to our process that helps business owners understand and maximize the value of their business



## Generate Commissions from Prospects and Centers of Influence (COIs)

- Access to proprietary business planning seminar series
- Learn how to increase prospects and revenue for COIs
- Training on conducting business valuation seminars

---

## Tools we use:

- Proprietary business markets certifications
  - Customized 15-month training series
  - Annual family business summit
  - Proprietary video seminar: realBUSINESS<sup>SM</sup>
  - Proprietary business evaluation program
- 

\*Production minimums and in-house certification required.

**FOR RECRUITING PURPOSES ONLY. NOT FOR USE WITH THE PUBLIC.**

## Differentiate your practice

Our training helps new Financial Services Representatives set themselves apart as experts in business evaluation. You'll receive the training and tools to help your business owner contacts minimize outside risks as well as strategies to maximize value. You'll learn how to talk about the key value drivers, a firm's sellability relative to its value, as well as the traditional retention and attraction practices – albeit with a quantified twist. You'll learn our proprietary Closely held Business Evaluation Program (ChBEP) to help analyze your client's business planning needs. Our tools and technology quantify a business' "weak spots" and offer concrete strategies to strengthen them. We also have tailored research specific to the multicultural markets.

## Production from your contacts and Centers of Influence (COI)

It has been said that whole life insurance is sold, not bought. Our process for working with business owners can inspire your COI's clients to buy insurance from you. We help you identify concerns with owners' documents, increase owners' "pain" awareness, and then offer solutions that prospects can commit to. Many business owners have a majority of their net worth tied up in the value of their business. Our process can point out the dangers and counter with effective ways to eliminate the waste, putting your contacts' minds at ease.

Our program can also help you work with COIs more effectively. We provide tools, training, and innovative approaches that help you generate and close leads. Your COIs will see the benefits of introducing their clients to the MassMutual process.

## Production from existing business contacts

This process provides you an ideal way to reconnect with business contacts. Our business markets process fits perfectly into year-end reviews with business owners to start their planning process anew. Through fact-finding, you can frequently identify pain points to address on planning and preparation for the unforeseen.



FOR RECRUITING PURPOSES ONLY. NOT FOR USE WITH THE PUBLIC.

For more information, contact:



**FOR RECRUITING PURPOSES ONLY. NOT FOR USE WITH THE PUBLIC.**

© 2017 Massachusetts Mutual Life Insurance Company (MassMutual), Springfield, MA 01111-0001.  
All rights reserved. [www.massmutual.com](http://www.massmutual.com).