

# Retirement Connection

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GROUP

- Building a Brand
- Extending the Brand
- Collateral Creation
- Event Planning
- Promotional Materials
- Sale & Marketing Training
- Management Training
- Website Development
- Website Promotion
- Operations Evaluation

Retirement Connection Group provides Consistent Direction and Focused Marketing for organizations that serve the 55+ demographic. Our experienced team provides comprehensive and sustainable support with branding, marketing, and development.

## OUR NETWORK

Our client base is your referral source. Because we work specifically and exclusively with those that serve the 55+ demographic we are able to make strategic relationships and alliances within this group, thus building lasting business to business relationships. The real goal is to grow a referral atmosphere with synergy and mutually beneficial outcomes.

## HOW WE WORK

We focus on delivering a consistent and focused message and image that is continued throughout the branding process through creation, development, and promotion. What makes us different is our sustainable “Turn Key” approach where we serve as consultants guiding clients through the available resources, making introductions to strategic partners and encouraging alliances within their community.

We create the systems and trainings then turn over the keys for success directly to you. This approach allows your organization to save time and financial resources because all materials are personalized to your organization and in many cases provided in a word format that can be updated as your company grows or needs change. We remain available for ongoing support as needed but the tools for your success are given to you.

## BUILDING A BRAND

A brand includes a name, logo, tagline, and design scheme associated with a product or service. Branding symbolizes the information connected with a product and serves to create associations and expectations around it.

**The brand should create and establish a strong visual and verbal identity that reflects the direction and culture of an organization.**

Every organization has a unique personality. We speak directly with the principles, employees and clients of an organization. From here we create an image with typographic style, color, and tagline that represents the tonality of the culture and customers. A comprehensive plan is designed to incorporate the message and visual image in all aspects of the marketing effort.

## EXTENDING THE BRAND

The brand identity should visually and verbally express the spirit and values of an organization. Brand recognition and reactions are created by product/service, as well as, through the influence of advertising and marketing design.

**Marketing Collaterals should reflect the message and direction through typographic style, color selection and graphics. The Brand of the company should be consistent in all collaterals to effectively promote and increase name recognition.**

Our focus is to assist our clients with a sustainable approach allowing your organization to save time and financial resources. For example: collaterals, graphics and forms are created in a word format that can be edited/changed without outside consultation or expense; utilize in-house marketing efforts to create inexpensive, simple and extremely effective materials. We serve as consultants that guide clients through the available resources making introductions to strategic partners and encouraging alliances within the community, including: graphic designers, printers, promotional suppliers and others, thus enabling you to remain independent and avoid resale fees for services.

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## INTERNET SERVICES

Your website is a collaboration of graphics, copywriting skills, and technical expertise to create an 24/7 Internet presence promoting the services or product of an organization directed at a target audience.

### Website Development

A website should continue the image and message of the organization, consistent with other marketing efforts. Proper development encompasses rich content, key word usage, clean coding, strong promotion and search engine placement, and a user-friendly format.

### Website Promotion

There are three basic forms of promotion: free search engine placement, paid internet advertisements, and conventional marketing. Ideally, all collaterals should include the website, e-mail accounts should include the domain name, strong content with key words drive quality search engine placement, and strategic paid internet advertising programs.

## INTERNET SOLUTIONS

The website should be a reflection of the current brand of an organization. Logo, collateral materials, and website must harmonize and reflect one another to extend the branding into the marketplace. The look and feel of the website must also be balanced with compatible with search engine technology, ease of maintenance, and the ability to function well on multiple browsers. Once a website is completed and search engine placement is established, we work with clients to present Internet advertising options. All of this should be supported in your print and other marketing efforts.

## SALES & MARKETING TRAINING

**Successful Sales & Marketing meetings must follow a specific structure in order to build trust, uncover needs, offer solutions, and to further grow a referral environment.**

Most buyer decisions are influenced more by relationship than product knowledge. This illustrates the importance of the sales process. Our training includes specific steps to asking quality questions, creating value, overcoming objections, and growing referrals. We give examples of discovery questions and show how to pair buyer needs with product solutions. We do not advocate high pressure sales tactics, but reinforce the important of building a relationship and becoming a resource.

## MANAGEMENT & COMMUNICATION TRAINING

**A successful manager facilitates others to contribute passionately to the strategy and vision of the organization.**

**The Communication Training** helps identify and better understand the communication style of the four main *personality types*. A conversation is more than words, it is influenced by tone, body language, and much more. This training defines how communication style effect buying decisions, and gives techniques to adapt the preferred style of others. The goal is to communicate in the manner most comfortable for the customer, so that needs and solutions can be discovered.

**The Management Training** defines the roles and skills required of employee, manager, and executive.

Not all employees make great managers; the same can be said of executives. The skills required for each level are unique and specialized. An employee directly contributes, but typically does not determine the vision. Managers, though capable of contributing, are a greater resource when encouraged to facilitate and strategize with multiple employees. An executive should provide all these skills, but more importantly, should inspire the vision of the organization. By developing the skills at each level, your organization will better utilize the talents of your managers and create a team atmosphere.