

# PEGGY — A WIDOW EMPOWERED BY PLANNING

*Do You See Her Among Clients and Prospects?*

**Peggy** is a fictional person based on consumer research conducted by the **Alliance for Lifetime Income (ALI)**. Study results recommend shifting the end-goal of client conversations away from retirement planning to **financial security**. Start with what clients really care about, their deeply-held **values and emotions**, before discussing the benefits and features of your solution. For more, see **The New Client Conversation Guide** on page two. Use this client profile when you meet similar types of people in your life.

## AMBITIOUS RISK TAKERS

## CAUTIOUS PREPARERS

## PURPOSEFUL PLANNERS

### Financial Status:

Mass Affluent

**Age:** 64

**Marital Status:** Widow with three children and three grandchildren

**Assets:** \$1.6 Million

- Diversified portfolio of equities, bonds and cash
- Includes proceeds from husband's life insurance policy

### PURPOSEFUL PLANNER

#### Financial Planning Personality Overview

- Cautiously optimistic about retirement
- Confident about their plans and attentive to their finances
- Don't leave much to chance, like control of their finances and comfortable with moderate risk
- High expectations for a well-rounded life in retirement
- Work well with financial professionals and good about acting on advice



Peggy is a **"Purposeful Planner,"** one of five personality types identified by ALI's research and available in the Investing Personality Quiz.

## PEGGY'S STORY

*"In the beginning, Stan was the planner."*

Peggy is a recent widow, mother of three sons and doting grandmother. Her husband of 35 years, Stan was a corporate executive about to retire when a brain tumor took his life. As true partners in their marriage, she managed the household finances while he handled his 401k at work and together, they juggled raising their sons.

Each weighed in on big financial decisions, consistently saving and watching expenses until they'd grown their portfolio to over \$1 million. They had high hopes for retirement and dreamt of pampering grandchildren and leaving a family inheritance. Peggy and Stan had a good feeling they could achieve their goals but also knew that anything could happen — they were careful not to over-extend themselves.

On receiving his diagnosis, Stan did what he always did — he planned. His first move was to introduce Peggy to his company's 401k advisor, Sonia. He'd trusted her for years and knew she would help Peggy with the many financial decisions ahead. After his passing, Peggy received \$500,000 from Stan's life insurance policy, bringing her assets to \$1.6 million. Peggy had a lot of common questions: "What now?" and "How long will the money last?" and "What if I get sick?"

With Sonia's help after Stan's death, Peggy could grieve without feeling overwhelmed. She is grateful that he helped prepare her so well and has now adopted his planning style. She will continue the life they'd hoped for — unfortunately without him by her side, but more empowered just the same.

## Alliance for Lifetime Income Research

- 71% of study participants followed the same emotional pathway about achieving Financial Security.
- Industry jargon, unique personalities, and unspoken client values and emotions get in the way of good communication and decision-making.
- Messages tailored to clients' unique personality types will result in more effective communication and deeper engagement.
- While we persuade through reason, **we motivate through emotion.**

# TALKING WITH PEGGY [Purposeful Planner]

## Understanding Financial Security and the New Client Conversation Pathway

Don't be afraid to connect with clients on an emotional basis. Alliance research shows financial professionals can better engage with clients by showing them they understand where they're coming from — starting with what they value, tuning in to their emotions and then explaining what solutions best fit their needs.

PERSONAL VALUES	EMOTIONS	BENEFITS	FEATURES
What does Financial Security mean to you?	How do you feel about Financial Security?	Results they achieve	Solutions to help them gain Financial Security
<p><b>Consumers say:</b></p> <p>"I will be secure"</p> <p>"I will have peace of mind"</p> <p>"I will be independent"</p>	<p><b>Consumers feel:</b></p> <p>"Safe about my retirement"</p> <p>"Prepared for adversity"</p> <p>"Knowledgeable about my options"</p> <p>"Relieved to be on track"</p>	<p><b>Consumers expect:</b></p> <p>"I will be able to maintain my lifestyle in retirement"</p> <p>"The basics of my retirement will be secured"</p> <p>"I will have a steady income stream when I retire"</p>	<p><b>Consumer solutions:</b></p> <p>Identify products that provide guaranteed income for as long as I live</p> <p>Pursue investments that won't lose the original money invested</p> <p>Explore tax-advantaged products</p>

### Meeting with Peggy

Consider structuring your meetings with Peggy by following the suggested Discovery Questions and Approach below.

SAMPLE DISCOVERY QUESTIONS*	THE APPROACH
<ol style="list-style-type: none"> <li>1. What's important about having financial security in retirement?</li> <li>2. What one or two financial planning goals are most important for your retirement? Have they changed since your spouse passed?</li> <li>3. What are your thoughts on a steady stream of guaranteed retirement income?</li> <li>4. What are your thoughts about helping grandchildren with education?</li> <li>5. What are your plans for handling long-term care?</li> </ol> <p><small>*Excerpted from the ALI Investing Personality Quiz</small></p>	<ul style="list-style-type: none"> <li>• Reassure Peggy that what's been achieved so far is cause for optimism and pride and that their planning has been smart and responsible.</li> <li>• Reinforce her need to feel safe and secure in retirement.</li> <li>• Treat her as a knowledgeable partner when you share information and options that require investment and allocation decisions.</li> <li>• Recognize that she is attuned to risk and places value on strategies and tactics that reduce it.</li> </ul>

### ALI Resources You Can Use Right Now

The **Financial Professional Resource Center** from the Alliance for Lifetime Income features FINRA-reviewed articles, presentations, tools and guides you can use today. Please check with your firm's compliance department before use.

- Over 40 FINRA-reviewed article reprints that can be customized for client use
- [ALI Investing Personality Quiz](#)
- Presentations and handouts:
  1. [The New Client Conversation: Financial Security and the Keys to Effective Decision-Making](#)
  2. [Three Keys to Income Planning and Answering, "What's next?"](#)
- Tools include: [Retirement Income Security Evaluation \(RISE\) Score®](#) and [Annuities Language Glossary for Consumers](#)

You can find these resources at:  
[resources.protectedincome.org](https://resources.protectedincome.org)