

# SCOTT AND JENN – MILLENNIALS ON THE MOVE

## Do You See Them Among Clients and Prospects?

**Scott and Jenn** are a fictional couple 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 Market/Mass Affluent

**Age:** Scott (34); Jenn (35)

**Marital Status:** Married with one child, age two

**Assets:** \$250,000

- Diversified portfolio of equities, bonds and cash
- \$250,000 term life coverage on each

#### AMBITIOUS RISK TAKERS

#### Financial Planning Personality Overview

- Optimistic, ambitious and confident in their judgment
- Motivated and goal-oriented
- Proud of what they've achieved so far
- Open to guidance and new ideas
- Excited about what the future holds



Scott and Jenn are **"Ambitious Risk Takers,"** one of five personality types identified by ALI's research and available in the Investing Personality Quiz.

## THE SCOTT AND JENN STORY

*"We will be better savers than our parents."*

Scott and Jenn are excited to see their savings grow, having graduated college only to enter a difficult job market following the Great Recession. Scott's entrepreneurial instincts kicked in and he started a home remodeling business, turning a profit in three years. Jenn went to grad school and found a corporate social media position with a great salary.

Both see how their parents, who had not put away much money, now face an uphill climb toward retirement. They took control from the very start and vowed to start saving early. Their strategies include regularly funding Scott's SEP IRA and maximizing Jenn's 401k. They purchased a starter home, then added two \$250,000 term life policies that they may want to upgrade. With \$250,000 in assets, Scott and Jenn haven't yet faced much turmoil with their investments and would be open to a discussion on risk: "Should we take on more risk or should we be better prepared for market downturns?" It's important for this couple to protect their family, which now includes their toddler, Olivia. Giving back to the community is also high on their list and they'd like to do more in the future.

Scott and Jenn also want to explore all that life has to offer – they are foodies who enjoy varied experiences, including travel with their young daughter. They've been rattled by COVID both personally and professionally and are adjusting as a family to the "new normal."

They remain optimistic, with an eye toward success in all they do. This couple is open to new ideas and would appreciate a professional's opinion in order to stay on track for a bright future in retirement.

## 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 SCOTT AND JENN [Ambitious Risk Takers]

## 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>"We will be secure"</p> <p>"We will enjoy our life"</p> <p>"We will be free to live as we choose"</p>	<p><b>Consumers feel:</b></p> <p>"Excited about what we'll experience"</p> <p>"Proud of what we've achieved"</p> <p>"In control of our finances"</p> <p>"Optimistic about our future"</p>	<p><b>Consumers expect:</b></p> <p>"We will be able to maintain our current lifestyle in retirement"</p> <p>"We will have a steady stream of income when we retire"</p> <p>"We will be better able to live our lifestyle without incurring significant debt"</p>	<p><b>Consumer solutions:</b></p> <p>Identify growth products that offer tax deferral</p> <p>Explore products that provide diversification</p> <p>Focus on investments that fit their values</p>

### Meeting with Scott and Jenn

Consider structuring your meetings with Scott and Jenn 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 do you have for your retirement?</li> <li>3. What are your expectations for maintaining your current lifestyle in retirement?</li> <li>4. How do you feel about the possibility of guaranteed lifetime income?</li> <li>5. Have you thought about how you'll pay for long-term care?</li> </ol> <p><small>*Excerpted from the ALI Investing Personality Quiz</small></p>	<ul style="list-style-type: none"> <li>• Scott and Jenn are fully engaged on their life's journey; acknowledge their confidence about being in control of their finances.</li> <li>• Understand that they are open to continued advice and guidance. Teaching them about income planning and protected income will be helpful, using phrases like: "Safe and secure retirement" and "Lock down your hard-earned success." Approach with: "Have you considered this?" or "Here's another option."</li> <li>• Scott and Jenn want to grow their savings, realize they have some time and are willing to accept moderate risk.</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)