

ASKING THE RIGHT QUESTIONS

YOUR GUIDE TO SELLING THE RIGHT PLAN TO EVERY SUITABLE CLIENT

Transforming a prospect into a closed sale requires:

- 1) Accurate client information that makes customizing the product possible
- 2) A product that is appropriate for the client

At John Hancock Life Insurance Company (U.S.A.), we can provide every client with the tools to meet its individual needs. To do this, we simply need to know more about your client—its organization, its operation, its financial goals.

To assist you in acquiring the essential client information, we've created the following easy-to-use guide. By completing this worksheet during discussions with a client, you will have gathered everything we need to know in order to create a 401(k) proposal designed to satisfy the needs of your client.

If you are unsure of a prospect's plan status make sure your first question is:

Does your organization currently have a plan?

Based on the response, use the appropriate version of the guide:

For a prospect with an existing plan

Use the following three **TAKEOVER PLAN** sheets

or

For a prospect without a plan

Flip past the three Takeover Plan sheets and use the **START-UP PLAN** sheet

Your Name _____ Your Company _____

Date _____

Name of Your John Hancock USA Representative _____

Once you have completed this questionnaire, fax it to your John Hancock USA representative.



Participants in a qualified retirement plan receive tax deferred advantages through the plan. Because they already enjoy this tax deferral, the decision to select a group annuity contract as an investment vehicle for the plan should be based on the contract's other features and related services and take into consideration the associated fees, charges and other terms and conditions.

Group annuity contracts are issued by John Hancock Life Insurance Company (U.S.A.) (John Hancock USA). John Hancock Investment Management Services, LLC, a registered investment adviser, provides investment information relating to the contracts. Product features and availability may differ by state. In New York, products are issued by John Hancock Life Insurance Company of New York.

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ASKING THE RIGHT QUESTIONS...

FOR A PROSPECT WITH AN EXISTING PLAN

ABOUT THE COMPANY

Name _____

Address _____

Name of Person Interviewed _____

Title _____

Who is the ultimate decision maker?

Type of Business

- Corporation Subchapter-S Corporation
 Partnership Governmental Non-Profit
 Other (Specify) _____

Years in Business _____

Number of Employees _____

Are any employees leased? Yes No

Are any employees union members? Yes No

Name of Attorney _____

Name of Accountant _____

ABOUT THE PLAN

What type of plan is it?

- Profit Sharing Money Purchase Defined Benefit
 Target Benefit SEP 401(k)
 Other _____

What is the total value of the plan's assets? _____

As of _____

What amount is there in:

Cash Equivalents _____

Equities _____

Company Stock _____

GICs _____

Other _____

Are you, as employer, satisfied with the amount you and your key employees can put into the plan? Yes No

How many employees are eligible? _____

How many are participating? _____

What amount is contributed to the plan each year?

From the employee contributions _____

From employer matching contributions _____

From employer profit-sharing contributions _____

Total contributed _____

What is the vesting schedule on employer contributions?

Profit-sharing money _____

Match money _____

What is the ADP% _____

ABOUT THE PLAN'S PERFORMANCE

Who currently manages the assets in your plan?

How do you feel about your plan's performance?

Above expectations Below expectations

As expected

Additional comments on plan performance _____

What level of performance do you expect? _____

Is your portfolio monitored?

Yes No

Do you receive regular updates?

Yes No

How often? _____

ABOUT INVESTING

Who controls the investment (employer or plan participant) of:

| | Employer | Participant |
|---------------------------------------|--------------------------|--------------------------|
| Employee contributions | <input type="checkbox"/> | <input type="checkbox"/> |
| Employer matching contributions | <input type="checkbox"/> | <input type="checkbox"/> |
| Employer profit-sharing contributions | <input type="checkbox"/> | <input type="checkbox"/> |

If there are investments that are not liquid (e.g., GICs), what are they? _____

Are there any surrender charges?

Yes No

Do you invest in any of the following types of funds?

| | Number of funds in this category | No | Would like to |
|-------------------------|-------------------------------------|--------------------------|--------------------------|
| Growth Funds | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| Income Funds | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| Growth and Income Funds | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| Fixed-Income Funds | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| Asset Allocation Funds | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| International Funds | _____ | <input type="checkbox"/> | <input type="checkbox"/> |

Are you satisfied with the number and categories of investment choices?

Yes No
 If No, why? Too few choices Too many choices
 Selection not broad enough
 (e.g., style, size, asset class)

How are the plan's assets allocated?

| | Fund | % |
|----|-------|-------|
| 1. | _____ | _____ |
| 2. | _____ | _____ |
| 3. | _____ | _____ |
| 4. | _____ | _____ |
| 5. | _____ | _____ |
| 6. | _____ | _____ |

Do you know how your employees are investing?

Yes No

Are you satisfied with the way participants are investing?

Yes No

How often can participants transfer among funds? _____

In selecting funds, what do you consider most important?

- A well-known brand name
- The fund manager
- A fund that minimizes fees

Do you feel the investment knowledge of plan participants to be

- Elementary
- Sophisticated
- In between

How do you feel about the frequency of account valuation?

How frequently are plan participants' accounts valued?

Daily Monthly Quarterly Other (specify) _____

Who provides the plan's recordkeeping?

| Who prepares: | TPA | Investment Provider |
|---|--------------------------|--------------------------|
| Compliance forms | <input type="checkbox"/> | <input type="checkbox"/> |
| Participant tax forms | <input type="checkbox"/> | <input type="checkbox"/> |
| Plan Document and Summary Plan Description | <input type="checkbox"/> | <input type="checkbox"/> |

Are you satisfied with your current plan administration?

Yes No

What type of feedback do you receive from your participants?

Positive No feedback
 Negative

How long does it take

For participants to receive their statements? _____

For investment changes to take place in the participants' accounts after the changes have been authorized? _____

How are participants' transactions, such as investment changes, initiated? For instance...

Hard copy IVR/VRU
 Other (specify) _____

Are loans to be offered?

Yes No

Would you continue to permit withdrawals for hardship?

Yes No

Who administers loans? _____

What are the annual fees for:

Recordkeeping _____
 Trusteeship _____
 Compliance (e.g. form 5500) _____
 Plan Document/SPD _____

ABOUT CLIENT EXPECTATIONS

In general...

What are the strengths of your current provider? _____

Where in your current plan do you see the most opportunity for improvement? _____

If more than one location, will data be remitted on the same date?

Yes No

What is the employee contribution frequency? _____

What date would work best for your conversion to a new plan provider? _____

ABOUT COMMUNICATING WITH PARTICIPANTS

How do you feel about the current participant communication program? _____

Who looks after communications with participants? _____

Do you believe participants are satisfied?

Yes No

Can you identify any obvious or recurring problems?

Yes No

Do you feel your participants receive sufficient information to make sound investment decisions?

Yes No

Describe your investment communications program

Frequency _____

Quality _____

How often do participants receive statements?

Monthly Quarterly Semi-annually

Other (specify) _____

Can participants access account information by telephone?

Yes No

Can participants access account information by internet?

Yes No

Do you want telephone access available to participants?

Yes No

Do you want internet access available to participants?

Yes No

ASKING THE RIGHT QUESTIONS...

FOR A PROSPECT WITHOUT AN EXISTING PLAN

ABOUT THE COMPANY

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Address _____

Name of person interviewed _____

Title _____

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Number of Employees _____

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Are any employees union members? Yes No

Name of Attorney _____

Name of Accountant _____

ABOUT YOUR GOALS

What is your primary goal in setting up a retirement plan?

- Maximum benefits for owners and other key employees
 Attract and retain employee
 Provide an opportunity for employees to save for their own retirement
 Minimize corporate expenditures on the plan

How much money (\$ amount or percentage of payroll) are you willing to commit to the plan to achieve these goals? _____

ABOUT YOUR EMPLOYEES

List any owner/Employees (5% or greater ownership)

| | Name | Ownership % | Annual Earnings |
|----|-------|-------------|-----------------|
| 1. | _____ | _____ | _____ |
| 2. | _____ | _____ | _____ |
| 3. | _____ | _____ | _____ |
| 4. | _____ | _____ | _____ |

Total Number of Full-time (working over 1,000 hours per year), Non-Union Employees _____

Total Annual Payroll for Full-time Employees _____

Does the company have any union or leased employees?

Yes No

If Yes, how many? _____

Are they covered by any other plan? _____

ABOUT THE FINANCIAL CONSULTANT

Investment Consultant Submitting Proposal Request

Broker Dealer (if applicable)
