



**DISCOVER ONE UNCOMMON  
SOLUTION TO PRACTICAL  
BUSINESS CHALLENGES**

**ADVANCED SALES OVERVIEW**

ONE GLOBAL FORCE. ONE FOCUS. YOU.





**IMPROVE EFFICIENCY.**  
**CAPITALIZE ON CURRENT MARKET TRENDS.**  
**OPTIMIZE YOUR PRACTICE.**

Through our comprehensive range of **Advanced Sales programs**, you'll be better able to **confront** challenges, **solve** problems and strategically **pursue** your goals. Each Advanced Sales program is easy to use, with print and online resources, and easy to apply with actionable steps that lead to **results**.



## EXPAND YOUR BUSINESS WITH PRAXIS, A STEP-BY-STEP APPROACH TO PRACTICE MANAGEMENT

This unique business development program can help improve your overall sales, service, profitability and value.

- Utilize our online and proprietary diagnostic software to actively pursue increased production and profits.
- Benefit from our robust worksheets and interactive tools to address such key areas as client and service segmentation, client value proposition and profit planning. Use our online tool to assess costs, predict your revenue stream, determine the amount of time it will take to meet your goals and project your profitability.
- Gain access to business analysis from Business Health Pty. Ltd., a global financial services consultant with deep practice management expertise.
- Work with your DWS Scudder wholesaler to identify specific areas that are limiting your success, and efficiently generate a customized Action Plan.

## THE PROFITABILITY POWER OF PRACTICE MANAGEMENT\*

PRAXIS = Profit

### Practice Management Strategy

### Difference in Profit per Advisor

Effective client segmentation	
No	
Yes	+ 64%
"A" class client contacts	
Less than 5 per year	
More than 10 per year	+ 94%
Documented client review process	
No	
Yes	+ 87%
Documented business plan	
No	
Yes	+ 93%
Effective succession planning	
No	
Yes	+ 103%

\*Profitability calculations include a hypothetical \$100,000 compensation for each working business principal; Business Health Pty. Ltd. 2005

### PRAXIS Healthcheck Report

**PRAXIS HEALTHCHECK**  
A STEP-BY-STEP APPROACH TO PRACTICE MANAGEMENT

FEBRUARY 3, 2008 (VARIABLE)  
PREPARED FOR (VARIABLE DATA)

USE THIS COMPREHENSIVE RESOURCE TO BUILD YOUR BUSINESS IN THE MOST TIME EFFICIENT WAY AND TO REACH THE TYPE OF CLIENTS YOU WANT TO WORK WITH.

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### PRAXIS Client Segmentation Worksheet

**PRAXIS CLIENT SEGMENTATION**

**STEP 1: SEGMENT YOUR CLIENTS**  
The relationship that you can build is critical. Once you've segmented your client base, you can tailor your service offerings for each client segment.

**"A" clients**  
• Best relationship  
• Highest revenue  
• Typically represent 10% of client base

**"B" clients**  
• Good relationship  
• Good revenue  
• Typically represent 20% of client base

**"C" clients**  
• Fair relationship  
• Low revenue  
• Typically represent 70% of client base

**Strong Relationship**

**Weak Relationship**

**High Revenue**

**Low Revenue**

**STEP 2: SEGMENT YOUR SERVICE**  
Establishing different levels of service is the way to make segmentation truly effective. Segment your clients into low, mid and high revenue. Your "A" and "B" clients should have a senior financial advisor. Your "C" and "D" clients should receive either financial advice or assistance.

**CONSIDER THESE CLIENT SERVICE SUGGESTIONS**  
When your main focus is on the high end of the business, it's critical to define a range of concepts from traditional client reviews to innovative ideas such as the following:

- Portfolio reviews
- Stock trading analysis
- Monthly call
- Beneficiary meeting
- Return call within 24 hours
- Annual client presentation
- Return call end of the day
- Return call within two hours
- Personalized letters
- Portfolio rebalancing
- Strategy cards

**STEP 3: SEGMENT YOUR CLIENTS**  
There are two aspects to segmenting your clients: (A) determine the revenue generated by each client; (B) determine the value of the business relationship.

Segment each client by quality and profitability, and determine the time it takes to service that client. Answer the following questions about each client. Score 10 points for each "Yes" answer. An "Other" response should be zero.

- Does the client trust the advisor that you and your team provide?
- Is the client loyal to your firm?
- Does the client offer non-quantifiable relationships?
- Does the client refer quality prospects to your firm?
- Are there multiple staff of your firm involved?
- Is the client amenable to work with?
- Does the client have all assets with you?
- Is the client affluent or has strong potential to become affluent?
- Does the client utilize all of your services?
- Does the client have realistic expectations of your firm?

**Your client's total score** \_\_\_\_\_

Clients who score 50 points or more have a great relationship with you and should be placed to the left of the card. Clients scoring less than 50 points should be placed to the right of the relationship card.

### PRAXIS Action Plan

**PRAXIS HEALTHCHECK ACTION PLAN**  
A STEP-BY-STEP APPROACH TO PRACTICE MANAGEMENT

**YOUR STEP-BY-STEP APPROACH TO A HEALTHY BUSINESS**  
As you go through your PRAXIS Healthcheck, you will generate an Action Plan to guide you through the next 60 months. This contains page 6.

- Complete an Action Plan to each section by identifying issues important to you and listing them on the following pages.
- Implement your Action Plan.
- Review your progress each month with your DWS Scudder advisor.

**1. CLIENT-ACTION PLAN**  
List those areas you need to act on.

Client	Comments/Action
Business	
Location	
Organization	
Process	
New Income	
Communication	
Client service	



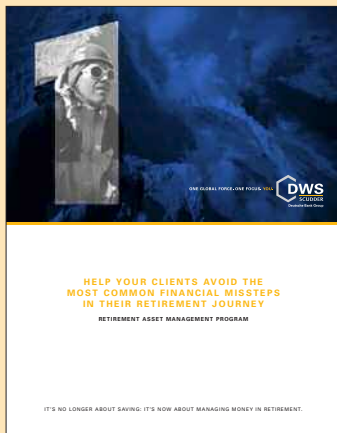
## DEVELOP THE PROFITABLE BABY BOOMER MARKET WITH RETIREMENT ASSET MANAGEMENT

The Retirement Asset Management (RAM) program offers educational resources and marketing tools to help your baby boomer clients transition from saving to distributing and managing their assets in retirement.

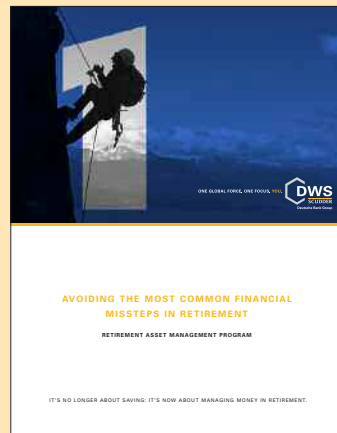
- Tap into a wide range of learning tools to understand baby boomers' asset distribution needs and increase your retirement distribution expertise.
- Meet with clients and help them prepare retirement income plans when you deliver customized reports using our powerful RAM online software.

- Connect with clients and prospects by customizing a RAM marketing campaign.
  - Hold successful seminars with RAM's compelling PowerPoint presentation. Use our predesigned invitations to help get the attendees you want.
  - Personalize direct mailers and prospecting letters to easily get the word out on your RAM expertise.
  - Add your byline to our ghostwritten articles and send them to local publications. Reach new prospects and communicate your retirement distribution knowledge.

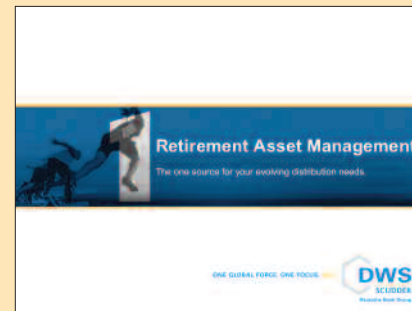
RAM Advisor Education Guide



RAM Client Education Guide



RAM CE Presentation



RAM Client Seminar Invitation



## GAIN INSIGHT AND IDEAS FROM OUR VALUE-ADD PROGRAMS

Tap into our special value-add offerings that take a well-defined and systematic approach to enhancing your efforts.

- Important Traits & Techniques of Multimillion Dollar Advisors** helps you understand and apply key characteristics, approaches and strategies of highly successful advisors. It also includes DWS Scudder tools and worksheets to help you reach your potential.
- Ask your DWS Scudder wholesaler for our PowerPoint presentation and companion guide.

## EXTEND YOUR REACH WITH OUR CLIENT SEMINARS

Along with our RAM Client Seminar, we offer inspiring and relevant client-approved presentations. Our most recent updates include:

- Take Back April 15th—One Strategy to Control Income Taxes on Investments.** Help clients understand how to manage income taxes by working with you to carefully select investments and optimize tax-savings strategies. Since managing taxes is an ongoing client concern, this presentation can be used all year long. Here is an easy and important way to show your commitment to clients and earn their loyalty.
- The Power to Control the Future of Your Finances—One Step Closer to Understanding Asset Titling.** Both new and experienced investors will benefit from this overview on proper asset titling, which is simple to learn. Then, at follow-up meetings, help clients implement their plan, and seek account consolidation and asset gathering opportunities for your business.
- The Journey Ahead...Begins Now**—Use this engaging Powerpoint seminar to help clients and prospects avoid the common financial missteps in retirement. Then, empower clients with a comprehensive plan for the crucial distribution phase of their retirement assets.

### Important Traits & Techniques of Multimillion Dollar Advisors—Overview

**Presentation**

**VALUE ADD STRATEGY**

**IMPORTANT TRAITS OF MULTIMILLION DOLLAR ADVISORS**

- 1. They are highly efficient and effective.**
  - They are highly efficient and effective in their marketing and service efforts. They also adhere to a consistent practice and brand identity for their firm.
  - They do not rest on past or current accomplishments. Instead they are able to establish new and more ambitious goals, which are shared with their staff members.
  - All staff members have complete job descriptions, are part of highly efficient team and are always client-focused.
- 2. They are great communicators.**
  - Multimillion dollar advisors are proactive about communicating with clients and prospects.
  - They know how to inspire, educate and assist their staff members.
  - They deliver investment advice in an informative, engaging and conversational manner.
- 3. Their business is under control—they have a plan.**
  - Multimillion dollar advisors know the value of spending their time working on, not in, their businesses.
  - They appreciate the importance of communicating their own value proposition and business objectives to a consistent practice and brand identity.
- 4. They are highly efficient and effective.**
  - Each team combines people with different strengths who focus on the areas of particular importance and are relationship-oriented.
  - A three-person team may have an individual who handles prospecting and marketing.
  - They know how to focus on client and generate revenue.
  - The average advisor spends approximately 60% of their time on client service and 40% on prospecting and marketing. This is a significant shift from the traditional 80/20 split.
  - Multimillion dollar advisors require a client time discipline.
  - "How can I better reach my service area?"
  - "What kinds of communication do we have from our staff?"
  - "How can I exceed your expectations?"
  - They are constantly seeking the best accounts they service.
  - They maximize the value of every meeting. Client reviews are required. Client reviews are required. Client reviews are required. Client reviews are required.

### Take Back April 15th Client Seminar

**The Power to Control the Future of Your Finances Client Seminar**

**Why should I deal with asset titling now?**

- Unnecessary taxes
- Exposure to creditors
- Transfer of asset after death to an undesired heir

**Think of asset titling as a type of "insurance" for the future. You don't put off buying health insurance. Don't put off asset titling.**



## EMPOWER YOURSELF AND YOUR TEAM WITH OUR CLIENT-CENTERED SALES AND COMMUNICATION SKILLS PROGRAMS

Use our holistic training offerings to gain new techniques and build rapport with clients, prospects and employees. Our training is built on client-centered service and combines education with action. Interactive exercises for dynamic learning are fully integrated. Programs include a PowerPoint presentation and wallet-sized “tip cards” as handouts.

- **Make the Most Out of Every Client Interaction** helps you develop a clear thought process to uncover real needs when working with investors.
- **Build Team Initiatives** helps you mold versatile teams, which are flexible enough to respond to challenges. This enables you to seek out new opportunities.
- **Maximize the Potential of Telephone Sales** focuses on a field-tested communications approach to harness the potential of each call.
- **Master Group Presentation Techniques** highlights the skills required to create engaging presentations and discusses the best ways to immediately connect with your audience.
- **Optimize Sales Coaching** helps maximize your ability to guide and advise sales people, and includes field-tested approaches to delivering results.

### We offer our top-producing advisors these special programs:

- **The Myers-Briggs Type Indicator® (MBTI)** quantifies the way you think, act and react. It also assesses your preferred way of communicating. As a result, you can have more productive interactions with clients and employees.
- **Executive Coaching Sessions** help you assess your goals and initiate a plan with realistic milestones. The training is premised on collaborative planning and development, and involves one-on-one sessions.

## TAKE ADVANTAGE OF OUR EXPERT-DRIVEN CE—CONTINUING EDUCATION PROGRAMS

We deliver classroom and self-study CE credit on topics that are often misunderstood, and we provide you with accurate and actionable information to share with clients and prospects.

- **RAM—Retirement Asset Management.** Understand the most common missteps that pre-retirees and retirees make, and discover strategies designed to help them manage assets in the crucial asset “decumulation” stage.
- **Risky Business—Understanding Fiduciary Responsibility & Applying It to Your Business.** Learn about the ins and outs of retirement plan fiduciary issues and the potential short- and long-term impact on your clients.

## HELP IS ON THE WAY

Get the assistance you need from Advanced Sales specialists to address your questions involving sophisticated clients, and access our experienced professionals. With a variety of industry credentials, including the CFP and CIMA designations, they will provide you with insight and answers on complex topics.

From retirement planning to charitable case development to wealth distribution, our Advanced Sales specialists can assist you. Ask your DWS Scudder wholesaler for details.





**EXTEND YOUR SUCCESS  
WITH OUR ADVANCED SALES SOLUTIONS.**

To access value-added programs with a difference, contact your DWS Scudder wholesaler at **1-800-537-1004** and visit **[www.dws-scudder.com](http://www.dws-scudder.com)**. Learn how to distinguish yourself in an increasingly commoditized business and let DWS Scudder help you gain and maintain clients for life.



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*DWS Scudder is part of Deutsche Asset Management, which is the marketing name in the US for the asset management activities of Deutsche Bank AG, Deutsche Bank Trust Company Americas, Deutsche Asset Management Inc., Deutsche Investment Management Americas Inc. and DWS Trust Company.*



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