Rocky Mountain Division Office Financial Advisory Fall 2021 Internship Program

Program Goal: A virtual program, that each week will highlight a portion of Mutual of Omaha's product and service portfolio as well as allow participants to experience the day to day tasks of a Financial Advisor. Interns will be asked to supplement this program with Independent study and completion of tasks. The leadership team will provide additional information/instruction and lead the discussion with real-life case studies and applicable scenarios integrating products and services. Topics will be assigned for the week and discussed at the next session.

Compensation: Colorado Minimum Hourly Wage ($12.32/hour)

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Weekly Topic Outline:

Week 1:

- Session 1: (with Leadership Team)
  - Assign: Building a Financial Services Clientele/One Card System (OCS)
    - https://mutualofomaha-my.sharepoint.com/:b:/p/mike_faulhaber/EWd8Hk6xTDdLt6chPrQtGAgB89x4l4sDrdPeGIUCepkovA?e=n9lPou
  - What does a Financial Advisor do?
    - Protection
    - Accumulation
    - Distribution
  - Understanding marketplace needs
    - Marketplace Needs:
      - Industry Statistics video of Sales Director's choice
      - Under insured
      - Retirement
      - Health
      - Advisor Industry Talent Gaps (Kiaya Chapman)
- Session 2: Team Meeting

Week 2:

- Session 1: Introduce and assign Market Evaluation Project
  - Market Match 100 Project
  - Market Surveys
    - Natural Market
    - Small Business Owners
    - Referrals
  - Connect the Dots Exercise (Mike Baum)
- Session 2: Team Meeting

Week 3:

- Session 1:
  - Assign: Game of Numbers, by Nick Murray
  - Review client appointment expectations
  - Feeder Lists
    - Complete feeder list on another intern
  - FastPeopleSearch.com
  - Social media and community engagement for network expansion
    - Establish habit of connecting with 10 new social media contacts week
    - Identify 5 groups to facilitate community involvement
      - Ex: Junior Achievement- Rocky Mountain, Inc.
  - Survivor Needs (SPA)
    - Survivor Needs products:
      - Life
      - Term
      - Permanent
      - Whole, UL, and IUL

*Begin addition to weekly client appointments

- Session 2: Team Meeting

Week 4:

- Session 1:
  - Introduction of Sales Language
  - Income Protection & Critical Illness
    - Income Protection & Critical Illness products:
      - Disability (DI)
        - Short Term vs Long Term
      - Critical Illness (CI)
- Session 2: Team Meeting

*Optional: Open Kaplan curriculum for Life and Health license studying

Week 5:

- Session 1:
  - Fact Finding
  - Referral Asks
    - HPNU Videos
  - Long-Term Care
    - Long-Term Care products:
      - Long-Term Care (LTC)
        - Traditional vs Rider/Chronic Illness
- Session 2: Team Meeting

Week 6:

- Session 1:
  - Market Survey language and execution
  - Medicare and Senior Products
  - Role play Sales Language

- Session 2: Team Meeting

Week 7:
- Session 1:
  - Assign: The Power of Zero, David McKnight
  - Retirement Planning
    - Financial and Retirement Planning products:
      - 401K
      - IRA
      - Roth IRA
      - Permanent Life
      - Annuities
      - Managed Accounts
      - Navigator / Money Guide Pro
  - Case Prep
- Session 2: Team Meeting

Week 8:
- Session 1:
  - Applications
  - College Funding, Asset Allocation & Market Evaluation Project
    - College Funding products:
      - 529 Plan
      - UGMA
    - Asset Allocation Products:
      - Equities/Managed Accounts/Bonds/Mutual Funds
      - Annuities
- Session 2: Team Meeting

Week 9:
- Session 1:
  - Tracking Underwriting
  - Budgeting / Cash Flow Planning (Navigator)
- Session 2: Team Meeting

Week 10:
- Session 1:
  - Policy/Plan Delivery
  - Mock Planning- Mock Client utilizing Navigator
- Session 2: Team Meeting

Week 11:
- Session 1:
  - Phoning, HPNU
    - Confirming Appts
    - Follow-up calls
  - Mock Planning- Presenting Solutions/Recommendations
- Session 2: Team Meeting

Week 12:

- Session 1:
  - Due:
    - Market Match with 300 contacts, with identification of top 25
    - 20 Market Surveys with at least 40 referrals
      - Minimum of 5 from each of the following categories: Natural Market, Business Owners and Referrals
    - Memorized Sale Language check out with Sales Director
- Session 2: Team Meeting

*This program is subject to change.
**Interns will be invited to participate in community involvement opportunities, networking events and Division Office gatherings.
*** Interns are subject to disciplinary actions up to and including termination if they do not complete activities prescribed in the internship.

Rocky Mountain Division Office Client Appointment Expectations

- Interns will not speak during the meetings unless asked to.
- There may be more than one intern allowed in a meeting at the time.
  *This will depend on the advisors, client, and situation.
- Interns may be asked to create a FEEDER list for the client
- Interns are permitted to take notes on what the client says and what the advisor says.
- Interns will observe the case design process (Navigator, Winflex, budget determination, etc.)
- Interns will be present during the virtual closing interview
- Interns may be asked to schedule the Medical Exam if its needed (coordinate with the client).
- Interns may be asked to call and set up appointments with client listings.

Hourly Program Outline	
Activity	**Hours**
Text Learning	10
Internship Session	12
Team Meetings	12
Market Match 300	40
Market Surveys (20)	10
Joint Work/Client Meetings (minimum 1 1hr meeting/10 week)	12
Pre/Post Planning Sessions to Client meetings	12
Sales Language Memorization	25
Product and Service Research	17
	Total Hours: 150
Optional: Kaplan Life and Accident& Health License Studying	50
	Total Hours with optional license studying: 200*

*Compensation is not provided for Life and Accident & Health license studying through Kaplan; it is considered an optional self-directed extracurricular.

Optional Supplemental Texts:

- Atomic Habits, James Clear
- The 12 Week Year, Brian P. Moran and Michael Lennington