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***Chris Jenkins Presents
A Practice Management Tool. That Really Works***

What do the top ten percent of successful advisors do that others fail to do? Just as important, how do you quantifiably measure what a producer is doing exceptionally well, what he or she is doing poorly, and what can be done to move to the next success level?

Those were some of the questions that sent Securian Financial Group's Chris Jenkins, CLU, ChFC, on an 18-month search to develop a practice management tool that actually measured performance in eight key areas. The result, explained Jenkins, who is Director of Field Training and Development, is a 110 question, online practice management checkup that measures competency in eight key business areas.

Most of all, Jenkins told attendees at NAFDA's 2006 annual meeting in Boston in April, this assessment tool identifies ten top activities the advisor can do to achieve the next career level.

Based on the producer's career level – whether at the “formative level” or established as a “prime performer” -- the tool measures effectiveness in:

1. Client Acquisition
2. Client Management
3. Sales Process
4. Case Development
5. Time Management
6. Communication
7. Education
8. Financial Management

By the way, Jenkins said, top performers exhibit three key characteristics:

1. They spend all their time in front of people, doing what they enjoy and do best. They hire a team to do the rest.
2. They focus their time on developing relationships with their most profitable clients and referral sources.
3. They build their practice so it can be transferred, leveraged, or sold when they choose to exit the business.

Though developed for Securian Financial Group, the practice management tool is being made available to other companies through Craft Systems, Inc. For more information, contact Chris Jenkins at chris.Jenkins@securian.com or Jerry Donella at Craft Systems, Inc., jdonella@craftsystems.com.

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