



# Target Questions for Contractors

Everyone has their go-to targeting or lead question. Whether it focuses on benchmarking the plan or fiduciary responsibility, this is the question you use to get your foot in the door.

Write your lead question below:

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by Ascensus

## Lead Questions

This same targeting question works with Contractors as well, which means you don't have to change what's already working! Want some other ideas? Below are other lead questions we've found successful over the years, and why they were successful:

### **Have you lost good employees to the company down the street?**

This program will introduce a stronger benefit program and level wage disparity.

### **Do you not seem as competitive in the market, or have you lost multiple bids recently?**

Paying fringe benefits differently can allow you to bid more competitively.

### **Are you able to maximize your contributions or give contributions to the people you want to reward?**

Our Compliance team can design a plan to work the way you want it to.

### **Would it be of value to work with a company who understands Contractors?**

We understand what's important to them and what impacts their business.

### **How many people does it take to manage your benefits program?**

Beneco is a BUNDLED solution; a one stop shop.

### **What is your fiduciary process?**

In partnership with NFP, we take on the highest level of protection.

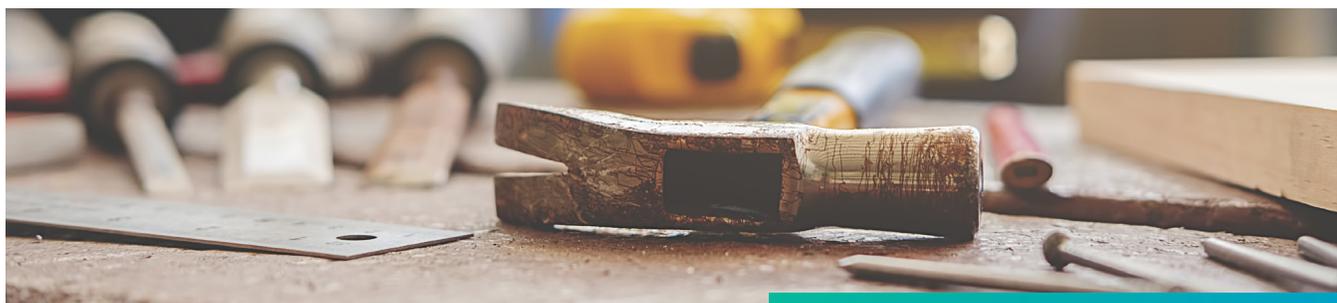
### **Do you have a history of Corrective Distributions?**

Quarterly Allocation modeling allows us to track this closely.

### **Who is listed as the Trustee on your plan?**

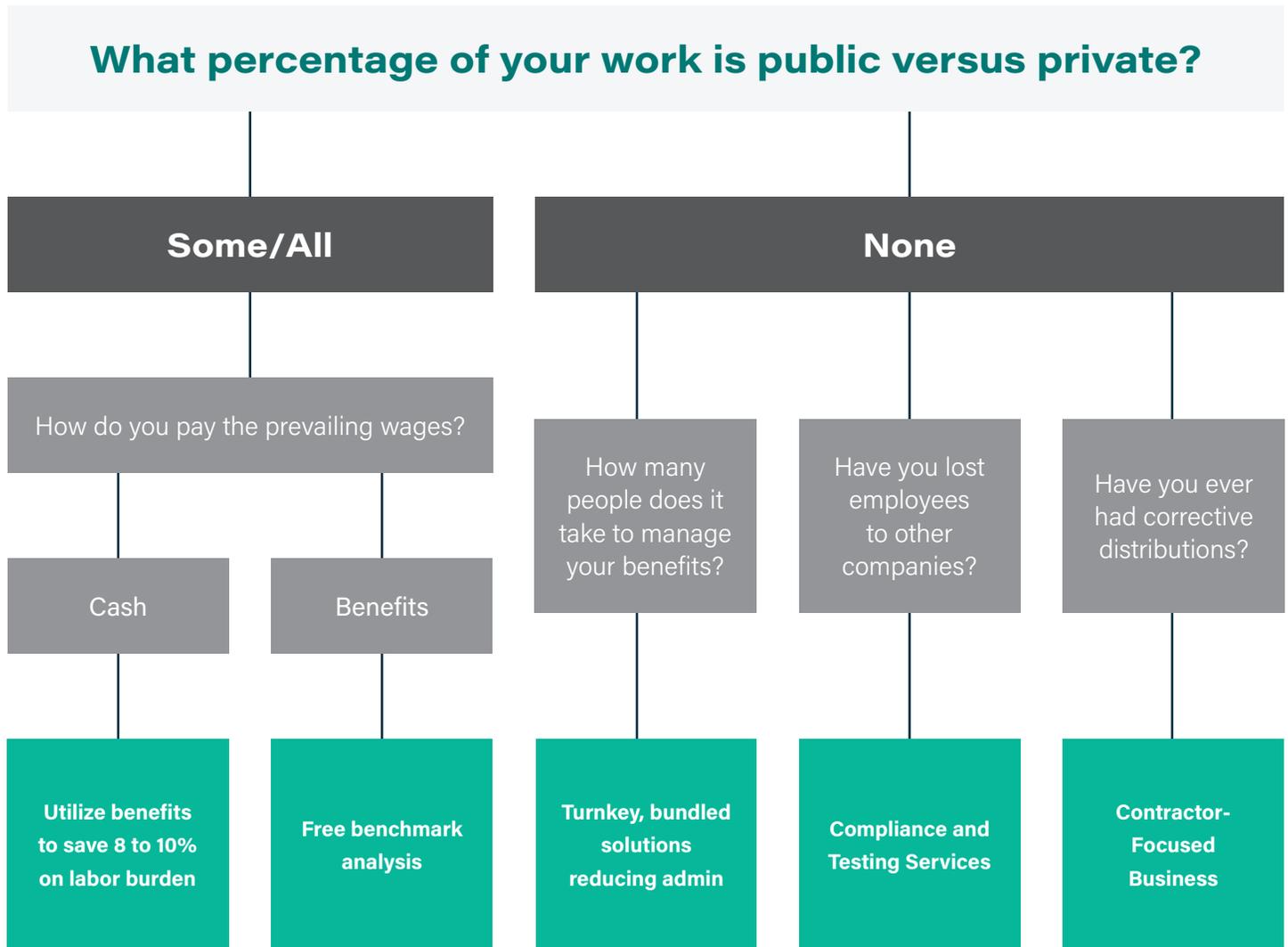
If it's an individual, the owner is exposed!

**See the following page for the "Golden Hammer Question."**



# The "Golden Hammer Question"

One big difference is that you have an ACE in the hole with Contractors...the "Golden Hammer Question" that will give you a leg up against your competition and could close the deal for you!



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