LANGUAGE OF
THE CUSTOMER

A GUIDE TO EFFECTIVE
CLIENT COMMUNICATION
You can have the best message in the world, but your audience will always interpret it through their own set of experiences, emotions, and biases. A clever message, no matter how convincing, isn’t guaranteed to hit the mark.

The key to successful communication is not necessarily what you say, but how you say it.

To get to the core of effective client communication, we gathered valuable insights from investors across the country.

**NOW WE’RE BRINGING THESE POWERFUL FINDINGS TO YOU. THIS GUIDE WILL PROVIDE:**

- A clear understanding of common client concerns and priorities
- Effective strategies to overcome those concerns
- Language and proof points to set you apart and help close the sale

It’s not what you say. It’s how you say it.
CLIENT CONCERNS

People want to live long, healthy lives with the financial means to do so. While no two clients are alike, some concerns are universal.

<table>
<thead>
<tr>
<th>35%</th>
<th>$424K+</th>
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<tbody>
<tr>
<td>The percent of workers whose top fear about retirement is outliving their savings and investments.¹</td>
<td>The projected lifetime cost of healthcare for a healthy, 65-year-old couple.²</td>
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GUIDANCE THAT GOES BEYOND NUMBERS

You don’t want your clients to fear the future — to fear the unexpected. They deserve the peace of mind that comes with having a strategy in place for whatever comes next.

Ask yourself, what separates you from your competition? The reality is, you may not always win on price. But you can provide value that goes beyond numbers.

We’ll show you how to recognize the bigger picture in your clients’ lives. To understand not just our solutions and services, but what they mean to people. And how to communicate this to clients in a way they understand.

¹ “22nd Annual Transamerica Retirement Survey,” Nonprofit Transamerica Center for Retirement Studies, June 2022
² “2020 Retirement Healthcare Costs Brief,” HealthView Services, October 2020, ahead of publication
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“My husband is retiring soon, but he’s still a young man. He’s got a lot of living to do.”

— East Coast Investor, 2018 Transamerica/Luntz Global research participant
REALITY CHECK

WHEN IT COMES TO PLANNING FOR THE FUTURE, HEALTHCARE COSTS ARE PARAMOUNT.

We’re money people, not doctors. Clients want to hear about the cost implications of healthcare before getting into anything personal.

Try this:

“I wouldn’t be doing my job if I didn’t bring up the monumental importance of preparing for healthcare costs.”

YOU CAN THEN ROLL INTO THE LARGER RETIREMENT READINESS DISCUSSION:

Explain how clients can reduce the financial burden of preventable health issues by taking smart steps today. After all, the best medical bill is the one your client never receives.

1/3

As of late 2021, nearly a third of Americans had skipped medical care in the previous three months over concerns about the cost.

— “Surge in Americans Skipping Medical Care Due to Cost, Gallup Says,” CBS News Moneywatch, December 2021

$195B

Estimated medical debt in the U.S. in 2019.

— “Medical Bankruptcy and the Economy,” the balance, January 2022

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FAMILY IS EVERYTHING
People naturally want what’s best for their family: well-being and security. They don’t want to be seen as a burden on their children in the future due to poor health.

IT’S ABOUT MORE THAN NUMBERS
“The most important thing my financial professional should help me achieve is...”

1. Security
2. Peace of mind
3. Preparedness
4. Independence
5. Happiness

CONSIDER THE BIGGER PICTURE
“My financial professional should protect my...”

1. Quality of life
2. Well-being
3. Wellness
4. Health

Transamerica/Luntz Global research, 2018
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APPEAL TO HOPES, NOT FEARS
It’s never too early to start the conversation. Even the youngest investors in our survey said health costs are a serious concern worth discussing today.

When discussing the uncertainties surrounding retirement, focus on the opportunities, not potential pitfalls.

THE DOCTOR DILEMMA
Addressing health can be a touchy subject, which is why we carefully crafted the following approach.

When discussing how health impacts finances, the most effective way to assure investors you’re not trying to overstep boundaries is by saying, “I’m not a doctor, but I wouldn’t be doing my job if I didn’t bring up the importance of preparing for future healthcare costs.”

BIG CHANGE STARTS SMALL
The most useful and welcome health guidance is small, actionable tips.

Discuss ways clients can make changes that result in future healthcare cost savings. For example, one of the best ways to stay out of the doctor’s office, and hang on to copays, is to maintain a healthy lifestyle. Even a quick stroll could make them feel better, and may ultimately save them money on healthcare.
WHAT MATTERS MOST
THE FOUR QUALITIES CLIENTS LOOK FOR

TRUST
Show your commitment by pivoting your focus to clients, asking open-ended questions, and keeping their family in mind.

TRACK RECORD
When demonstrating your track record, consider past examples of how you helped clients succeed vs. showing hard numbers.

KNOWLEDGE
Be proactive about your intentions — you’re here to help clients better prepare for the future.

LONG-TERM THINKING
With people living and working longer than ever, you understand the importance of long-term strategizing.
# The Top 10 Pain Points to Avoid

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<tbody>
<tr>
<td>1</td>
<td>Pitching <strong>products</strong></td>
</tr>
<tr>
<td>2</td>
<td>Asking for <strong>referrals</strong></td>
</tr>
<tr>
<td>3</td>
<td>Pushing investments <strong>unrelated</strong> to their personal objectives</td>
</tr>
<tr>
<td>4</td>
<td>Not respecting <strong>risk</strong> limits</td>
</tr>
<tr>
<td>5</td>
<td><strong>Talking</strong> too much in early meetings</td>
</tr>
<tr>
<td>6</td>
<td>Leading with <strong>personal</strong> health questions before cost implications</td>
</tr>
<tr>
<td>7</td>
<td><strong>Not being available</strong> to talk on their schedule</td>
</tr>
<tr>
<td>8</td>
<td><strong>Lacking detail</strong> on strategies</td>
</tr>
<tr>
<td>9</td>
<td>Asking about assets with <strong>other financial professionals</strong></td>
</tr>
<tr>
<td>10</td>
<td><strong>Being too negative</strong></td>
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Transamerica/Luntz Global research, 2018

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22 KEY PHRASES FOR 2022
MAKE EVERY CONVERSATION COUNT

Every time you meet with clients, you’re either making or breaking connections. These insight-based phrases are what clients want to hear,* and can help you engage in more meaningful conversations.

ESTABLISH YOUR CREDIBILITY

1. Our commitment
2. Track record of success
3. Security
4. We believe physical and financial well-being go hand-in-hand
5. Added value to your retirement plan at no additional cost

APPEAL TO EMOTIONS

6. Go from cautious to confident
7. Protect your life’s hard work for your life ahead
8. Quality of life
9. Peace of mind
10. Feeling prepared and protected
11. Your future on your terms
12. The financial future you and your family deserve
13. Family, finances, future
14. Instill confidence in uncertain times
15. What do you want your life to look like in 10 years?

PLAN FOR SUCCESS

16. A balanced portfolio that includes select assets that adapt to changing needs
17. Plan and protect against uncertainty
18. Simple steps now for a more secure future
19. Strong and steady long-term strategy
20. Living well tomorrow starts today
21. Plan for your family’s multi-generational financial well-being
22. A strategy to maximize living long and living well

* Based on qualitative industry research by Storyline Strategies (formerly known as Luntz Global Partners) in March, 2022.

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THE SIMPLEST WAY TO DEMONSTRATE YOU CARE?

BE AN ACTIVE LISTENER

<table>
<thead>
<tr>
<th>INSTEAD OF THIS…</th>
<th>SAY THIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passion, mission, or promise</td>
<td>Commitment</td>
</tr>
<tr>
<td>Products</td>
<td>Tools, services, and solutions</td>
</tr>
<tr>
<td>What does your perfect day look like?</td>
<td>What do you want your lifestyle to look like in 10 years?</td>
</tr>
<tr>
<td>Roadmap</td>
<td>Strategy</td>
</tr>
<tr>
<td>Innovative</td>
<td>Knowledgeable</td>
</tr>
<tr>
<td>A “whole person” mindset</td>
<td>Personalized planning</td>
</tr>
<tr>
<td>Vision</td>
<td>Long-term thinking</td>
</tr>
<tr>
<td>Relatable</td>
<td>Trust</td>
</tr>
<tr>
<td>Unique perspective</td>
<td>Expertise</td>
</tr>
<tr>
<td>Optimistic</td>
<td>Track record of success</td>
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💡 Ask open-ended questions about your clients’ aspirations, priorities, and expectations for retirement.

👨‍❤️‍👨 Once you craft a strategy that’s personalized to them, investors will know they’ve been heard.

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HELP THEM GO CONFIDENTLY INTO THE FUTURE

People want to live long, healthy lives with the financial means to do so.

They’re concerned about healthcare costs, retirement readiness, and protecting their family’s quality of life. We’re committed to helping them plan for every part of that future — because a secure financial strategy is about more than dollars and cents.
Let’s start the conversation together.

To learn more about our **Language of the Customer** series and find support materials:

- **Visit**: [transamerica.com/Field-Guides](https://transamerica.com/Field-Guides)
- **Contact**: 888-401-5826