

Position Specification



CAPITAL | **AMERICAN**
GROUP® | **FUNDS**®

Retirement Plan Counselor

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herman
AND ASSOCIATES

Integrity. Quality. Success.

Organization

Founded in 1931, the Capital Group (“Capital”) is one of the oldest and most respected investment firms in the country. For more than 90 years, they have followed a consistent philosophy developed by their founder, Jonathan Bell Lovelace. His groundbreaking approach emphasized fundamental research from which investors would always benefit. The focus on long-term results allows shareholders to ultimately achieve their goals.

Capital is also one of the world’s largest and most trusted investment management firms, managing approximately \$2.3 trillion in assets on behalf of more than 60 million individual and institutional investor accounts in 29 offices around the world. With 7,800 associates in offices across Asia, Australia, Europe, and the Americas, Capital strives to improve people’s lives through successful investing. Capital Group manages American Funds Distributors, Inc. (American Funds or AFD), one of the nation’s largest mutual fund families. Their funds are distributed through financial professionals because they believe all investors benefit from ongoing professional advice.

Capital Group offers a range of products, including more than 40 mutual funds, known as the American Funds®, as well as separately managed accounts (collective investment trusts) and high net worth investment services. In addition, they offer the American Funds Target Date Retirement Series (available for IRAs and tax-deferred retirement plans), college savings plans, and a full line of retirement plan solutions. Regardless of investment objectives, all of their funds are managed with careful attention to risk.

The company’s unique combination of strengths includes these three factors:

- Consistent approach. The Capital Group/American Funds bases their decisions on a long-term perspective. Their portfolio counselors average 27 years of experience and 22 years at the company.
- Proven system. The Capital Group/AFD system combines individual accountability with teamwork. They divide portfolios into segments, each run by an individual manager. The managers represent a diverse set of backgrounds, styles, and approaches. Typically, each is personally invested in the portfolios they manage. This diversity creates the potential for portfolios to fare well in a variety of market conditions.
- Superior long-term track record. The Capital Group/AFD’s funds have beaten their Lipper peer indexes as follows: equity funds, 93% of 10-year periods and 98% of 20-year periods; fixed income funds, 80% of 10-year periods and 80% of 20-year periods. Their fund management fees have consistently been among the lowest in the industry.

Location

This individual will be based in the territory, ideally located in Louisiana, and will cover retirement plan sales for Arkansas, Louisiana, and Mississippi.

Prioritizing the safety of all Capital Group’s associates as well as valued clients, the American Funds Distributors sales force continues to work remotely. All sales related initiatives are being conducted virtually with strong results; the firm has been able to deliver—impacting, inspiring, and influencing their clients during these unprecedented times. The sales force currently benefits from significant support and generous work-from-home benefits that improve associates’ ability to work effectively in a virtual environment. Finally, this is consistently being evaluated, with associate and client safety at the forefront of decision making.

Position Overview

The Retirement Plan Counselor (RPC) will lead RP sales initiatives in the aforementioned markets, identify client needs, and coordinate efforts to serve those needs. The RPC will be responsible for growing both proprietary and DCIO business in all broker/dealer channels in the territory with a broad range of Advisors. This sales leader will deliver point of sale presentations to prospective plan sponsors/Advisors and work in collaboration with two retail Wholesalers in the area.

The successful RPC will grow sales in both the Capital Group/American Funds solutions, as well as through DCIO.

More information about Capital Group/American Funds’ retirement solutions can be found [here](#).

Specific Responsibilities

Business Planning Skills

- Develops and executes a business plan for the territory that connects to Capital Group/American Funds’ goals as well as to the goals and objectives of the Division.
- Partners with the members of the Division to ensure a collective and integrated approach to planning and running the business.
- Consistently evaluates the business plan against the success measures developed in partnership with the **Division Manager, Kurt Wuestenberg**.

Territory Management Skills

- Stays current on Capital Group/AFD's business objectives and ensures management of the territory is aligned with those goals. Develops and manages a robust new business pipeline (AFD solutions and DCIO investment portfolios).
- Works closely with the site support to align internal sales support with the territory needs.
- Understands potential business risks in the territory and maintains proper controls.
- Identifies and communicates any necessary trends or concerns developing in the territory.
- Works to identify the Advisor/TPA community, key Advisors, fee-based RIAs and Investment Consultants, and partner Wholesalers from other firms and works effectively with each.
- Consistently works to deepen and expand existing relationships with Capital Group/AFD's core customers; will also increase the number of selling Advisors in the territory.
- Actively partners with platform and insurance platform counterparts in and around the territory in order to elevate the firm's visibility and access to new clients.
- Understands the nuances and multiple engagements with fee-based RIAs and investment consultants in the DCIO sales process. Develops relationships to ensure positive ratings for Capital Group/AFD's investment portfolios and then drives opportunities with key field consultants once they are achieved.
- Efficiently organizes the territory and travel arrangements to effectively cover the territory.

Leadership Skills

- Inspires members of the Division to increase retirement plan knowledge and sales. Communicates clearly and frequently, delegates, and empowers to ensure optimal division of labor and maximum leverage through the team.
- Nourishes positive morale and attitudes to help create a team environment within the Division.

Sales/Presentation Skills

- Consistently demonstrates strong point of sale skills and focuses on ongoing improvement of those skills.
- Continues to better sales skills (e.g., consultative and challenger selling) with financial intermediaries to achieve excellence in raising and retaining assets for The Capital Group Companies.
- Demonstrates mastery of Capital Group/American Funds' services and platforms, and has the ability to identify and explain the key differentiating features.
- Maintains complete technical knowledge of Capital Group/AFD's platforms, DCIO trends, and Capital Group/AFD's investment portfolios and is able to translate that knowledge into succinct sales points.

Self-management Skills

- Demonstrates initiative and drive, organizational skills, and a strong work ethic. Must also possess keen judgment and prioritization skills to stay focused.
- Understands, embraces, and models Capital Group's core values and AFD's culture.

- Welcomes responsibility as the principal spokesperson for Capital Group/American Funds relative to retirement plan sales in the territory.
- Consistently assesses themselves against the expectations and priorities set by the Division Manager.
- Applies and implements an individual development plan, capitalizing on Capital Group/AFD's training program.
- Keeps current on all aspects of Capital Group compliance and company policies and ensures field sales associates are in compliance.

Relationship Building Skills

- Builds relationships and works collaboratively with divisional peers, as well as with others in AFD and Capital Group to ensure necessary integration between the sales force and other areas of American Funds.
- Builds and maintains relationships to be seen as a valuable resource in the territory.
- Consistently works to deepen relationships, e.g., conducts plan reviews with key Advisors, including fee-based RIAs and investment consultants.
- Partners with DC Specialist and Investment Specialist resources to promote DCIO pipeline and sales.

Required Knowledge, Skills, & Success Attributes

The successful candidate will be an experienced professional who has a proven track record in third party distribution, a broad knowledge of the mutual fund business, retirement plan and DCIO sales, and the demonstrated ability to build long-term relationships. This individual will ideally come from another investment management firm and have a solid understanding of the various channels of distribution. Ideally, this “two-sport athlete” will have proficiency in both retirement plan and DCIO sales. Additionally, the Retirement Plan Counselor will wholly embrace Capital Group's philosophy around investing, which is based on successful, long-term fund management. They should share in the company's commitment to increasing sales within this framework, embracing teamwork, and an unwavering commitment to the shareholder.

Expected qualifications include:

- A leadership style that is approachable, purposeful, and open. The American Funds culture encourages the utmost integrity as well as the highest standards of professional conduct.
- They will have had established success in building and leading high performing teams to achieve stated objectives, along with instituting measures to ensure the continuous improvement of the skills and capabilities of the organization.
- A background supported by strong training combined with a current focus on achievement, self-improvement, and a drive to take initiative balanced by sound judgment and patience.

- The ability to develop, prioritize, and implement best practices. This appropriately competitive sales leader will possess the highest standards of excellence and organizational skills, while balancing the day-to-day needs of the organization.
- Strong analytical and critical thinking skills with the ability to analyze opportunities and issues, and then recommend business solutions. This includes the aptitude to think long-term, assess changing business conditions and risks, and pivot as necessary.
- An adept presenter, this individual will be able to make a compelling case to audiences.
- Social as well as emotional intelligence and proven effectiveness at building long-term partnerships with investment professionals in order to extend the reach of the firm's market share.
- Highly energetic, forward thinking, and hands-on with a strong work ethic, approaching work with enthusiasm and passion.
- The ability to exercise tact in dealing with sensitive, nuanced, and confidential issues and situations.
- The culture of Capital Group/American Funds dictates that the successful candidate will have a long-term approach to their work and be willing to commit to this role for a meaningful period of time.

Education

The successful candidate will hold a bachelor's degree. It is also beneficial for members of the sales force to have one or more of any of the following designations: AIF, AIFA, PPC, CIMA, and CFA.

Contact

Interested candidates should submit a resume reflecting work experience from college forward, providing accomplishments and verifiable results tied to recent and/or prior positions.

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