

BOLD family farm strategy

Client seminar guide

Certainly, nothing could be more valued than a one-on-one meeting with your agricultural clients. However, you may be challenged with scheduling a meeting during their busy preparation for planting season or harvest. The BOLD family farm strategy client presentation allows you to deliver the content of the consumer brochure to multiple recipients in a seminar setting.

An operator of a family farm will likely have one main concern for the operation – passing the farm on to an heir. We recommend you acquaint yourself with the concepts presented in the [Business Succession section](#) of the BOLD landing page.

What you'll need:

- Navigate to “Farm success and exit strategies” section of the BOLD landing page and familiarize yourself with farmers’ concerns. [Here's a direct link.](#)
- Download the **BOLD Family Farm Strategy seminar invite** (7973231-0317) and send to your prospects
- Download the **BOLD Family Farm Strategy client presentation** (BOLDFARMPPT) and rehearse
- Download these materials for each attendee you invite:
 - BOLD family farm strategy consumer brochure (797329-0120)
 - BOLD family farm strategy initial questionnaire (7973210-1219)

CONTACT THE LIFE SALES SUPPORT TEAM TODAY to take BOLD action with the Family Farm Strategy.

- 1-877-696-6654 (Securian Financial and Broker-Dealer)
- 1-888-413-7860, Option 1 (Independent Brokerage)

Seminar marketing

A well-planned seminar and events strategy can help you:

- Share your knowledge with a group of prospective clients.
- Position yourself as an expert financial resource in your community.
- Show clients your appreciation and identify additional needs.

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