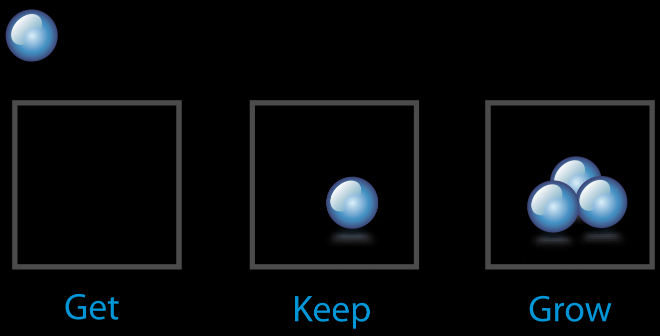

Van Kampen Consulting

Helping Financial Professionals Get, Keep and Grow Business

Van Kampen Consulting specializes in new and better techniques for financial professionals. We offer more than 20 distinct programs focused on core strategies for success. Each program is based on outside research, customized for financial professionals, constructed using proven teaching principles and delivered by experienced presenters.

Founded in 1998, Van Kampen Consulting has presented to more than 240,000 financial professionals worldwide in the investment, variable annuity and defined contribution industries. We have earned a reputation for unique programs to address the industry's unique challenges and a reputation of proven results for those who aspire to get, keep and grow business.

Communication

Core Sales

Practice Management

Retirement

Public Seminars

HNW Acquisition and Retention

VKC Scripted Shows

Program Details

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Communication

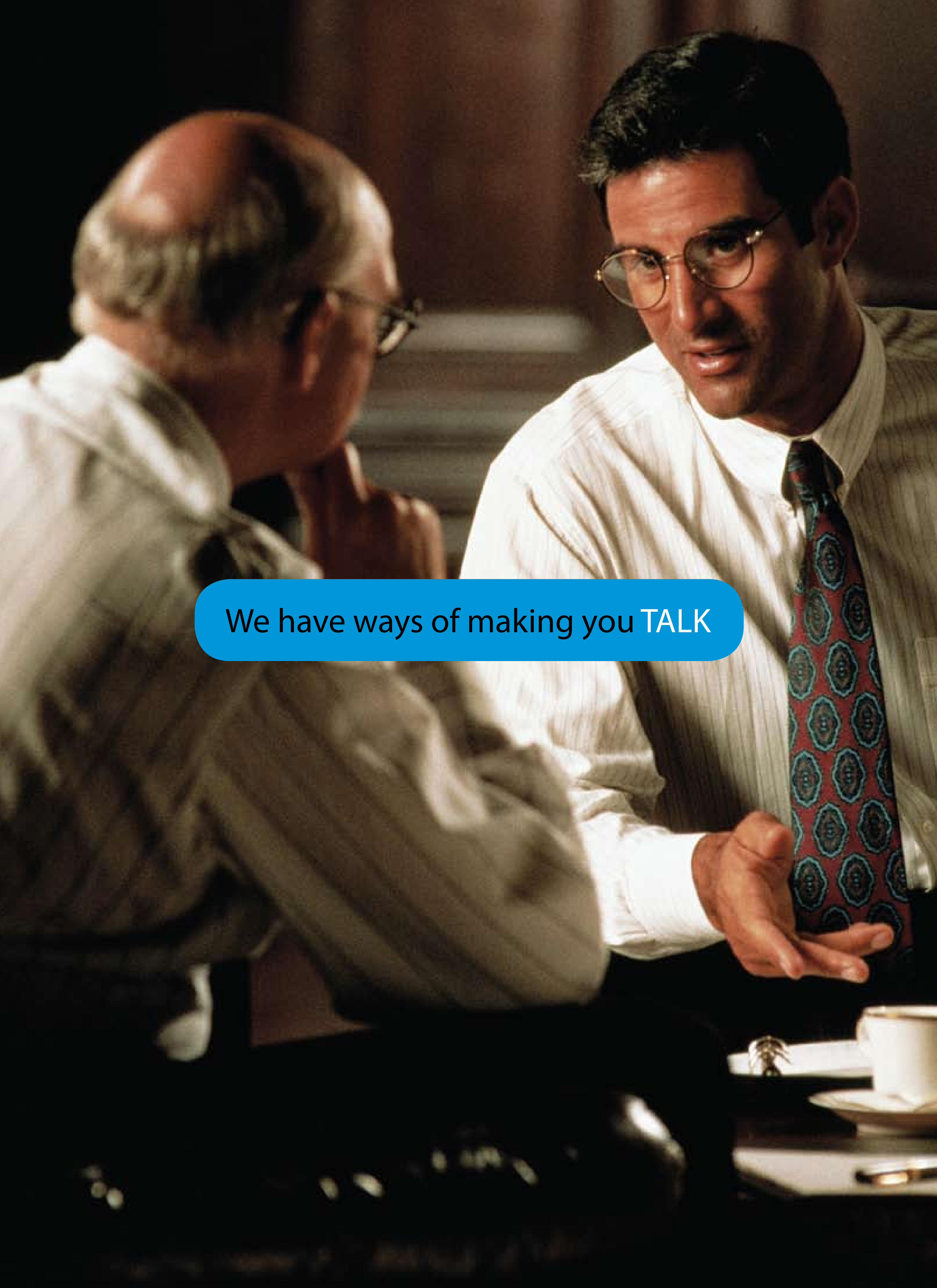
T.E.A.M. Dynamics
Turning personality clashes into personality clicks

StorySelling for Financial Advisors
Making the unknown known by using the familiar

Fi-natical Curiosity
Questions lead to answers; curiosity leads to connections

The New Word Order
It's not what you say, it's what they hear

The Recovery Focused Financial Professional
In turbulent markets, you can sum up your job description
in two words: Instill confidence


We have ways of making you TALK


Turning satisfied customers
into LOYAL CLIENTS

Core Sales

Coaching the Sale
From monologues to dialogues for better long-term results

Speak Performance
The four cornerstones of delivering presentations with the style and conviction of professional speakers

Boardroom Presenting
Persuasive presentations in small-group settings

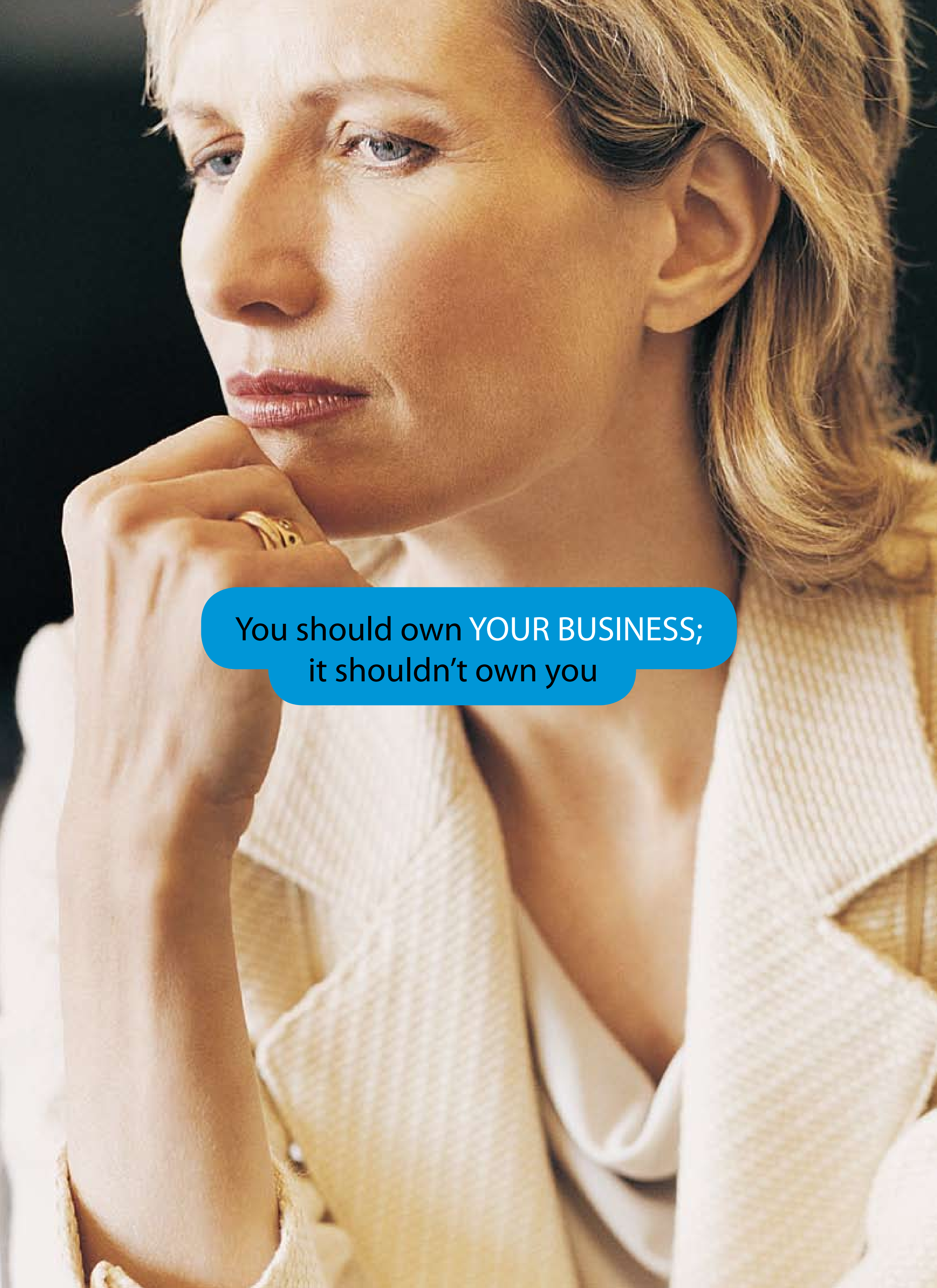
Emotional Intelligence
Raising your EQ — what it is, how it works, why it matters

Practice Management

Effectiveness Management
Investing your time for maximum return to your business

Navigating Your Brand
How top-tier producers create a top-tier brand

Negotiations
Day-to-day strategies for financial professionals


You should own YOUR BUSINESS;
it shouldn't own you


If you help them FIND their retirement, you can help them FUND it

Retirement

LanguAGEwave
"Age-just" everything

The New Retirementality
If you help them find their retirement, you can help them fund it

The Income-ing Age
The economics of lifetime income

Change and the Retirement Opportunity
Finding and capturing money in motion

Public Seminars

College of Hope
It's not how you save for college; it's how you pay for it

The Confident Investor's Guide
Take charge of your financial future instead of letting it take charge of you

The Income-ing Age Public Seminar
The economics of lifetime income

The New Retirementality Public Seminar
Find and fund your retirement lifestyle


A chance to speak is a
chance to MOTIVATE


The door to the AFFLUENT
is seldom locked

High Net Worth Acquisition and Retention

The Millionaire's Advisor
High-touch, high-profit relationship management strategies of advisors to the wealthy

Wealth Mapping
There is no substitute for seeing the big picture

RainMaker
Create a pipeline of referrals from Attorneys and CPAs

Scripted Shows

“The Shepherds Come Alive”

Investors from across the decades come to life and use comedy to discuss their experiences with the Van Kampen Equity and Income Fund

“Van Kampen Idol”

Contestants compete by delivering short presentations as irreverent judges comment

“Inside PNN”

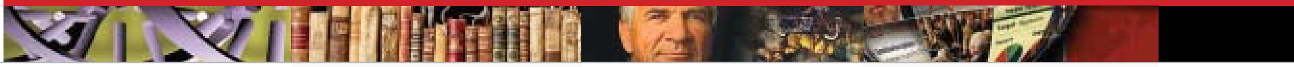
Newscasters at the “Panic News Network” comment about market conditions

“Meet the Comforts”

A sitcom-like, imaginary family faces financial challenges

The shortest distance between two people is LAUGHTER

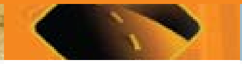
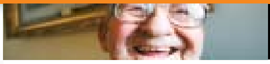
Communication



	T.E.A.M. Dynamics	StorySelling	Fi-natical Curiosity	The New Word Order
Description	Understanding your own and others' core personality types to work more effectively with everyone. Highly interactive, fun and engaging presentation.	Using analogies, illustrations and metaphors to simplify Wall Street jargon for Main Street clients. Applies creative thinking to your product sales initiatives.	Embracing the power of curiosity to capture assets and build relationships. The specialists have come together for this program. Attendees learn what to ask (research from Russ Alan Prince), how to ask it (from best-selling authors) and in what order (from Mitch Anthony).	Words to lose and words to use when communicating to investors about general investments, variable annuities or defined contributions. Based on research from the political consultants and word specialists at Luntz, Maslansky Strategic Research.
Target Audience	• Managers • Wholesalers • Financial Advisors • Investment Teams	• Financial Advisors • Marketing Departments	• Financial Advisors	• Wholesalers • Financial Advisors • Marketing Departments
Unique Facts	There's a 50/50 chance that your personality will connect with the person you are communicating with.	Using a one-word metaphor to position a product can reduce the decision time by 20% and raise the confidence level by 10%.	Investors have identified eight core topics their financial advisors should know about them.	It matters how you discuss investment goals – only 10% of investors believe in the "dream" retirement.
Follow-Up Tools	☑ Workshop 1: Recognition Learn to recognize clients' and prospects' core personality types. ☑ Workshop II: Advanced Selling Customize your sales approach based on personality types. ☑ Workshop III: Management Applying T.E.A.M. in management situations. 📖 *Making the Client Connection* Written by: Gary DeMoss & Mitch Anthony	☑ StoryChallenge Workshop Applying Story Selling principles to products, services or campaigns. ☑ Office Audit Learn how your office can help drive better conversations with clients. 📖 *StorySelling for Financial Advisors* Written by: Scott West & Mitch Anthony 📖 *The Financial Professional's StoryBook* Written by: Scott West, Dave Saylor & Mitch Anthony	☑ SpeedMeeting Workshop Attendees use question cards and Fi-natical Curiosity principles in a competition to learn key information about their coworkers. 📖 *Your Client's Story* Written by: Scott West & Mitch Anthony	☑ The Word Lab For sales or marketing departments, a workshop that applies the words and principles to your literature or presentations. ☑ Expanding the Pie Attendees are challenged to sell their products to each other using the "words to use" and avoiding the "words to lose." 📖 *Language of Trust* Written by: Michael Maslansky, Gary DeMoss, Scott West and Dave Saylor (May 2010)

📖 Books by Van Kampen Consulting

RETIREMENT

The Recovery Focused Financial Professional	LanguAGEwave	The New Retirementality	The Income-ing Age	Change and the Retirement Opportunity
				
Tools for "righting" oneself, leading clients and finding opportunity in a challenging market environment. Attendees leave with actionable ideas and direction.	"AGE-justments" you can make to your business to win the mature market. Experience the physical challenges of senior citizens — we turn everyone into 70-year olds using aging kits.	Helping clients find and fund their retirements. Learn how to help clients explore their retirement goals with simple and unique exercises.	The economics of retirement income. Discover the unique challenges of retirement income and how to avoid the problems they create.	Preparing your business for the retirement boom ahead. A highly entertaining and informative presentation on tactical, business-building ideas.
• Wholesalers • Financial Advisors	• Financial Advisors	• Financial Advisors	• Financial Advisors	• Wholesalers • Financial Advisors
In a challenging market environment, two-thirds of clients won't require as much focus as the final third.	The 65+ age group is the fastest-growing segment in the United States.	85% of Baby Boomers say they want work to be part of their retirement.	Inflation for seniors (CPI-E) can be higher than for the general population.	Over the next five years, more than $1 trillion will come out of retirement plans.
☑ Practice Balance Wheel *The Top Performer's Guide to Attitude* Written by: Tim Ursiny, Ph. D. & Gary DeMoss with Jim Morel	☑ Office Audit Turn your office into a powerful sales tool with simple conversation starters and age-justments. ☑ The BrokerAGE Feud For larger meetings, financial advisors learn the principles of LanguAGEwave in an entertaining, game-show format.	☑ Client Worksheets and Cards Helps clients find their retirements. *Get Inspired to Retire* Written by: Dave Saylor & Greg Heffington with Susan J. Marks	☑ The 1976 Sears Catalog A digest version of the 1976 Sears Catalog shows the true impact of inflation. ☑ Tale of 2 Accounts Helps investors distinguish between finite income and lifetime income.	☑ Web Commentary Timely updates on the constantly shifting retirement landscape. ☑ Roth IRA Field Guide Top-line information on the expanding Roth marketplace.

CORE SALES

	EQ–Emotional Intelligence	Coaching the Sale	Speak Performance	Boardroom Presenting
Description	Selling with emotional intelligence – to build stronger client relationships. Improving your business and personal lives with resilience, optimism and motivation.	Moving from a sales monologue to a consultative dialogue. Instant results within a highly interactive workshop where everyone learns and practices proven techniques.	Learning and practicing proven techniques for delivering successful presentations. Highly interactive workshop that provides remarkable before-and-after improvements in presentations.	Learning and practicing proven techniques for delivering engaging and interactive presentations in smaller settings. Highly interactive workshop that provides remarkable before-and-after improvements in boardroom presentations.
Target Audience	• Managers • Wholesalers • Financial Advisors	• Wholesalers • Financial Advisors	• Managers • Wholesalers • Financial Advisors	• Managers • Wholesalers • Financial Advisors
Unique Facts	The Emotional Quotient (EQ) is a better predictor of success than IQ.	The average salesperson speaks for 49 seconds of every minute during client conversations.	Public speaking ranks as one of the top fears among Americans.	When someone asks a question, address that person only briefly, then turn your attention to everyone in the meeting while finishing your answer.
Follow-Up Tools		Customized Workshops Applying CTS to firm campaigns and initiatives. *Coaching the Sale* Written by: Tim Ursiny, Ph. D. & Gary DeMoss with Jim Morel	*The Top Performer's Guide to Speeches and Presentations* Written by: Tim Ursiny, Ph. D. & Gary DeMoss with Jim Morel	

Books by Van Kampen Consulting

Effectiveness Management	Navigating Your Brand	Negotiations
Learn how to invest your time for maximum returns to your business. Learn how to make your work day more productive through a surprisingly effective self-diagnosis.	Creating the million-dollar-brand identity for you and your business. A quick study on how leading advertising agencies develop brands.	Dr. G. Richard Shell's award-winning negotiation program customized for financial professionals. Don't just read about negotiation techniques — this presentation gives everyone the chance to practice.
• Financial Advisors	• Financial Advisors • Investment Teams	• Managers • Wholesalers • Financial Advisors
On average, financial advisors believe they spend 15.1% of their time in client and prospect meetings — they actually spend 2.1%.	A strong brand can increase the value of an advisor's practice in the succession phase by 15-20%.	Everyone falls within five negotiation styles — each has advantages and disadvantages.
☑ EM Workshop Financial advisors chart their daily activities using electronic time clocks and then analyze their productivity. ☑ Time Plotter A customized spreadsheet which helps time-block daily activities.	☑ The Brand U website A unique, interactive website designed to help financial advisors build a personal brand.	☑ Your Bargaining IQ Dr. Shell's workbook with 25 questions that determine your negotiating style. ☑ Negotiations Summary A four-page brochure that outlines the four stages of negotiations, effectiveness factors, common mistakes and each style's strengths and challenges.

PUBLIC SEMINARS

	College of Hope	The Income-ing Age	The New Retirementality	Confident Investor's Guide
				
Description	How you pay for college is more important than how you save. Turn despair into hope with a unique look at how to fund education.	The economics of retirement income. Discover the unique challenges of retirement income and how to avoid the problems they create.	Helping clients find and fund their retirements. Interactive exercises where clients explore their retirement goals.	Investors learn lessons from what happened to cause the 2008 global financial downturn and what we can do moving forward. Ideal for pragmatic investors looking to review the basics and find hope for their economic future.
Target Audience	• Parents	• Pre-Retirees • Retirees	• Pre-Retirees • Retirees	• Mainstream Investors
Unique Facts	The average salary for a college graduate is $51,206, versus $27,915 for a high-school graduate.	Inflation for seniors (CPI-E) can be higher than for the general population.	85% of Baby Boomers say they want work to be part of their retirement.	There have been historical benefits to staying invested during down markets.
Follow-Up Tools	☑ Values Inventory A helpful exercise for parents and children in selecting the right college.	☑ The 1976 Sears Catalog A digest version of the 1976 Sears Catalog shows the true impact of inflation. ☑ Tale of 2 Accounts Helps investors distinguish between finite income and lifetime income. ☑ Money and Marriage Exercises for a healthier dialogue. From Tim Ursiny, Ph. D., author of *The Coward's Guide to Conflict*, a better way for couples to decide on their retirement goals.	☑ Client Worksheets and Vision Cards Helps clients find their retirements.	☑ "The Confident Investor" Workbook

Books by Van Kampen Consulting

	SHOWTIME	HNW ACQUISITION & RETENTION		
Change and the Retirement Opportunity	**Scripted Shows**	**The Millionaire's Advisor**	**RainMaker**	**Wealth Mapping**

Helping investors navigate the retirement decision-making process.	Van Kampen Theatre will add "edutainment" to your conferences. Actors performing creative comedy sketches customized for your conference are guaranteed to energize your audience.	High-touch, high-profit relationship management strategies of advisors to the wealthy. Quickly learn nine motivations that drive high net worth investment behavior.	Increase affluent referrals by forging strategic partnerships with accountants and attorneys. The interactive presentation provides an easily-adopted strategy used by the majority of the top 1,200 financial advisors.	A system to match client problems with financial product solutions. The focus is on learning a unique tool that efficiently maps clients' needs and assets.
• Pre-Retirees • Retirees	• Financial Advisors • Wholesalers	• Financial Advisors	• Financial Advisors	• Financial Advisors with high net worth clients (>$10 million)
There have been seven major upheavals in U.S. retirement policy over the last 25 years.	Experts say that novelty and emotion are the two biggest factors in keeping audiences engaged.	17% of high net worth investors are "investment phobics" – fearful, confused and uninterested in their investments.	Nearly 70% of affluent investors (with investable assets of $1 million or more) find their financial advisors through an attorney or accountant.	High net worth investors (>$10million) have 3.2 investment advisors, on average.
☑ Web Commentary Timely updates on the constantly shifting retirement landscape.		☑ Workshop I Optimizing your client relationship management system for your target profile. *The Millionaire's Advisor* Written by: Russ Alan Prince & Brett Van Bortel	☑ Building the Professional Profile Questions the elite 1,200 use to build strategic partnerships. ☑ Workshop: Getting Your Meeting Using a call plan, effective openers and RainMaker principles to get your first meeting with attorneys and accountants. ☑ Workshop: Attorneys and Accountants A professional analysis. *RainMaker* Written by: Russ Alan Prince & Brett Van Bortel	☑ Wealth Map Visual worksheets used with clients to comprehensively map their finances. *Recognizing the Opportunity* Written by: Russ Alan Prince, Hannah Shaw Grove & Brett Van Bortel

Contact Your Van Kampen Sales Team

Wirehouses and National Banks
800-826-5267

Broker-Dealers
800-607-9281

Financial Planners and Regional Banks
800-421-7571

Variable Insurance, Defined Contribution, SMA and Other Financial Professionals
888-525-7420

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Please ask your clients to consider the investment objectives, risks, charges and expenses of the fund carefully before investing. The prospectus and, if available, the summary prospectus contain this and other information about the fund(s) and can be obtained by contacting you, the financial professional, or by downloading and/or ordering one at vankampen.com. Encourage clients to read the prospectus and/or summary prospectus carefully before investing.

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VAN KAMPEN INVESTMENTS

Van Kampen Funds, Inc.
1 Parkview Plaza – Suite 100
P.O. Box 5555
Oakbrook Terrace, IL 60181-5555
www.vankampen.com

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