Retirement Income
JOURNAL

Guardian Expands Sales Team for Retirement Solutions

By Editor Test *Wed, Oct 7, 2009*

Guardian is now a strategic partner for LPL Financial's new Retirement Plus Program, which provides products and support for independent financial advisors.

The Guardian Life Insurance Company of America is expanding its Retirement Solutions national sales force to offer a suite of specialized retirement products to small and mid-sized businesses across the nation.

So far, 13 new Regional Vice Presidents (RVPs) have been hired alongside an internal sales support team of seven. The RVPs are responsible for sales and support of Guardian’s group retirement products across all distribution channels. The sales team will report to Dale Magner, vice president, Retirement Product Sales.

“We are expanding our sales team to accommodate the enormous demand for retirement products that meet the unserved needs of thousands of small and medium-sized businesses,” said Margaret W. Skinner, executive vice president of Guardian’s Individual Products Distribution organization.

“Our retirement products, The Guardian Choice and The Guardian Advantage, are both designed to offer the features normally available only to large plan sponsors to this growing market segment,” she added.

The Retirement Solutions sales team has an average of 13 years direct group retirement sales experience. In their roles, the RVPs will assist financial advisors with prospecting leads, sales and ongoing client support. The sales team will also work with Guardian’s Retirement Center of Excellence, a knowledge center that provides pre-sales support with customized plan illustrations, product recommendations and regulatory compliance assistance to financial professionals.

Guardian Retirement Solutions also includes 370 professionals who provide product design and client service to financial advisors and their clients. Guardian is now a strategic partner for LPL Financial’s new Retirement Plus Program, which provides retirement products and support for retirement plan-focused independent financial advisors.