



FOR IMMEDIATE RELEASE

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**Transamerica Retirement Solutions Announces Webinar
for Financial Professionals on Client Satisfaction Strategies**

Transamerica Retirement Solutions Corporation announced today that it will host a webinar for financial advisors, consultants and third party administrators that explores strategies to optimize client satisfaction by unearthing their true needs. The webinar will be held May 26 at noon, ET.

The webinar, “A Formula for Delighting Clients through Needs Reconnaissance,” will focus on how to determine what clients really want, how to develop a process for understanding their needs, how communication preferences help make better connections, and how to frame positive questions resulting in more positive expectations.

The webinar’s featured speaker is Ami Tully Lotka, president of Maximum Impact Partners. She is a certified financial planner, and has worked with over 90 financial services firms with sales and management training and distribution strategy consulting.

The webinar is the latest installment of the Transamerica Practice Management Forum, an educational series designed to offer practical commentary from a diverse group of subject matter experts. The webinar will be approximately one hour in length.

“Transamerica is dedicated to the success of our financial professional partners, and one way we help them excel is by providing thoughtful resources like the Practice Management Forum series of webinars,” said Deb Rubin, senior vice president of TPA channel development and distribution for Transamerica Retirement Solutions. “It is our pleasure to welcome Ami as the latest guest speaker, as she always offers excellent insight on how change can impact results.”

Financial advisors and third party administrators can register for the webinar by calling Transamerica at 888-401-5826, Monday – Friday, 9:00 a.m. – 7:00 p.m. ET.

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About Transamerica Retirement Solutions

Transamerica Retirement Solutions (Transamerica) is a leading provider of customized retirement plan solutions for small to large organizations.

Transamerica partners with financial advisors, third party administrators, and consultants to cover the entire spectrum of defined benefit and defined contribution plans, including: 401(k) and 403(b) (Traditional and Roth); 457; profit sharing; money purchase; cash balance; Taft-Hartley; multiple employer plans; nonqualified deferred compensation; and rollover and Roth IRAs.

Transamerica helps more than three million retirement plan participants save and invest wisely to secure their retirement dreams. For more information about Transamerica Retirement Solutions Corporation, please visit trretire.com.

Media inquiries

Hank Williams

Phone: 319-355-7789

Email: hank.williams@transamerica.com

Julie Quinlan

Phone: 213-742-5134

Email: julie.quinlan@transamerica.com

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