



# Employee Benefit Plan Audit Business Development

## Fuel Your Employee Benefit Plan Audit Practice

Flashpoint Marketing is a consulting firm that specializes in employee benefit plan audit business development.

We work with firms of varying sizes to develop a pipeline of qualified benefit plan audit opportunities. Our role is to actively reach out to C-level executives to engage them in conversation, education and positioning to gain exposure and access to emerging opportunities.

## Why Flashpoint?

We have significant experience in business development and lead generation for employee benefit plan audits. Our professionals have been working with firms for years identifying prospects; deliver key marketing messages and positioning firms for opportunities.

Perhaps the most valuable tool we bring to your firm is our tacit understanding of the issues and challenges encountered during a plan audit. Members of our staff have developed audit plans, understand material misstatements, are familiar with regulatory requirements and are equipped to professionally represent your firm to any C level executive.

For additional information on our employee benefit plan audit business development programs please contact us at **954.367.5718** or [info@flashpointmarketing.biz](mailto:info@flashpointmarketing.biz).

**WE OFFER TWO PROGRAMS TO BEST  
FIT THE NEEDS OF OUR CLIENT.**

### Comprehensive Growth Program

This program is designed for firms that do not have a dedicated internal marketing resource. We work with you to define desired prospect, provide a prospect sizing, acquire the list, create the mailing piece, conduct lead generation and direct follow up activities. This comprehensive approach allows Flashpoint to manage the day-to-day activities while your firm becomes involved only when needed to handle qualified opportunities.

### Project Basis

This program is designed for firms that have a dedicated internal marketing resource. In this capacity, we rely on your marketing resource to coordinate key aspects of the engagement including prospect sizing and list acquisition, mail piece development, database management and direct follow up activities. Flashpoint's main role is to focus on the lead generation aspect of the engagement. This approach allows your firm to utilize internal resources on administrative issues, while Flashpoint conducts the lead generation.



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