

**Will That EIA Meet Client Expectations?**

This month on Producer's Web, Mitchell Maynard explores what happens when advisors overlook a key part of the EIA sales process: client expectations. If you fail to evaluate the potential performance of your chosen product and don't properly prepare your client for the ride ahead, you risk losing them. It's a lot like chocolate chip toppings... Read why!

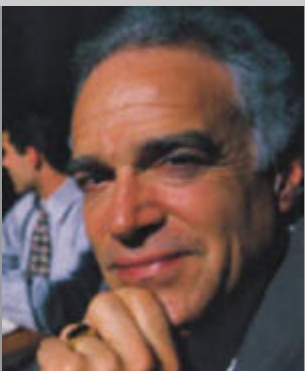
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