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### Alliance Benefit Group Obtains Thirteen Territory Licenses for Advisor Access to the 401(k) Sales Champion Workshop

KnowHow 401(k) is pleased to announce that several Alliance Benefit Group offices have obtained thirteen territory licenses to offer Advisors access to the 401(k) Sales Champion Workshop. Alliance Benefit Group is the exclusive record keeping firm that can provide Advisor access in Los Angeles, Denver, Salt Lake City, Phoenix, Albuquerque, Detroit, Grand Rapids, Lansing, Chicago, Cedar Rapids, Madison, Milwaukee, and Green Bay territories. Advisors that are launching, growing and improving their 401(k) business in these areas now have an online video based 401(k) sales development resource offered to them by their local ABG office.

“We believe that 401(k) Advisors and firms like ABG are natural partners. Each have their own disciplines yet they share a single focus of providing service to employers and their employees through the company 401(k). To promote the partnership between 401(k) Advisors and ABG, KnowHow 401(k) provides an exclusive territory license opportunity where they can offer Advisors access to the 401(k) Sales Champion Workshop”, states Chris Barlow, Managing Director of KnowHow 401(k). Firms like ABG who license the workshop can develop stronger relationships with their Advisor sales partners and therefore enhance the probability of exceeding their annual sales goals.

Don Mackanos, President of Alliance Benefit Group commented, “KnowHow 401(k) is the preeminent video 401(k) training resource for Advisors and ABG is thrilled to be a part of this offering. Expanding the universe of knowledgeable 401k Advisors is critical to ABG firms' growth. Chris Barlow has used his +30 years of first hand selling experience to build a first class program.”

For additional information on the 401(k) Sales Champion Workshop contact Chris Barlow, [cbarlow@knowhow401k.com](mailto:cbarlow@knowhow401k.com) or 937-264-9620.

For additional information on Alliance Benefit Group please follow, <http://www.abgnational.com>

#### About KnowHow 401(k)

Since 2000 KnowHow 401(k) has worked to increase the number of effective Advisors that serve the 401(k) marketplace. KnowHow 401(k) develops business improvement resources to assist Advisors to improve their client's financial wellness, retirement readiness and employer long term viability.

#### About Alliance Benefit Group

Alliance Benefit Group LLC (ABG), is a national organization of retirement plan, health and welfare consulting and benefit administration firms. Founded in 1991, ABG's unique structure allows its Members to maintain their independence and autonomy, yet provide all Members access to broader service offerings, sharing of best practices, and collaborative technical support. This collaboration has allowed its Members to grow more rapidly than industry counterparts, to where today ABG services 20,000 retirement plans and in excess of \$70 Billion in assets. ABG's emphasis on high service standards and continuing education designations help its Members to be regularly recognized with industry awards and accolades.