



product offerings

Insurance Training

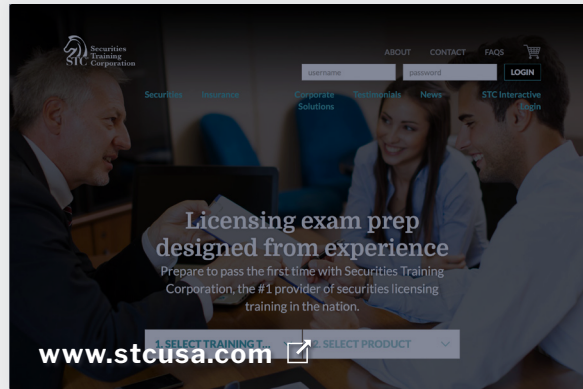
Life and Health

Insurance CE

Securities Training

- Series 3
- Series 4
- Series 6
- Series 7
- Series 9
- Series 10
- Series 14
- Series 17
- Series 22
- Series 24
- Series 26
- Series 27
- Series 31
- Series 32
- Series 37
- Series 38
- Series 50
- Series 51
- Series 52
- Series 53
- Series 57
- Series 62
- Series 63
- Series 65
- Series 66
- Series 72
- Series 79
- Series 86
- Series 87
- Series 99

Securities CE



## Securities Training Consultants

corporate office New York, NY

satellite offices Chicago, Boston, San Francisco

est. 1969

Founded by Irwin Shapiro  
CEO Paul Weisman  
President Todd Rosenfeld



acq. 2016

recent layoffs due to acquisition

\$1-2m

insurance + ce licensing

estimated revenue

\$18-20m

securities licensing

### customer voice



Without a doubt, every person pursuing Series examinations should work the STC programs. Along with that, the customer interactions, bar none, is exceptional. I have taken and passed several tests on the first attempt through STC.

I wanted to let you know I took my series 24 test in May 15th and got an 80. I have tried two other vendors and had taken the test once before - got a 67. I was very impressed with both the training content as well as the instructor who lead the class. Out of the three vendors I tried, STC by far has the best overall program to prepare me for the test. Thank you.



### report card



### product highlights

- 2017 Website Update
- Pending LMS Update
- Needs Analysis/Training Plans
- Annual Compliance Meeting
- Firm Element
- Regulatory Element
- WebCE Partnership
- Regulatory Compliance Offering Through Sircon/Vertafore
- 12 Month Exam Access
- 3 Month Video Access
- Non-Dynamic Qbank
- Dated/Text Heavy Platform
- Main Focus Online/Video Training
- Series 7 Live Training

### key clients

Morgan Stanley



Edward Jones  
MAKING SENSE OF INVESTING

charles SCHWAB



pricing packages features	STANDARD	PREMIER	PREMIER PLUS				
	- Study Calendar - Manual - Print/Online - Final Exams - Instructor Hotline - Crunch Time Facts - Updates for 1 Year - 24/7 Tech Support	- Standard + - Progress Exams - Greenlight Exams - On-Demand Videos - Online Flashcards	- Premier Plus + - Live/Virtual Class	Live Locations	Live Online Frequency	Question Pools	Access Period
L&H	\$79-95	\$139	n/a	NY IL Dohrn Partners	n/a	1,000 +	12 mons Exams  3 mons Videos
Series 6	\$125	\$219	\$275	5	monthly	n/a	
Series 7	\$250	\$395	\$458	21	day - 2x monthly eve - weekly	n/a	
Series 24	\$275	\$425	\$550	8	4x monthly	n/a	
Series 26	\$150	☒	☒	☒	☒	n/a	
Series 63	\$55	\$125	\$175	6	monthly	n/a	
Series 65	\$150	\$170	\$325	4	monthly	n/a	
Series 66	\$135	\$194	\$295	7	day - monthly eve - bimonthly	n/a	

### our position

- ✔ We are an alternate **national** provider with clear concise material.
- ✔ Sales and service teams are **helpful, knowledgeable** and **available**.
- ✔ Our programs are all online, requiring **no added print cost**.
- ✔ We provide comprehensive testing, to **eliminate memorization** and **false positives reports**.
- ✔ We back our product with a **guarantee**.

### how to win

- ✔ Clients get lost in the shuffle, select clients **support levels** differ.
- ✔ Relies on bulky **printed text books**.
- ✔ Relies on **live training** vs. **low cost** e-learning.
- ✔ Online exams are often **static** vs. **dynamic**.
- ✔ Technology and platform is **antiquated**.

- Brand Recognition
- Strong NYC Presence
- Diverse Securities Portfolio
- Large Class Offerings
- Instructor Pool
- New Website

- Platform is Not Intuitive
- Poor Technology Offerings
- Product Diversity
- Non-Dynamic QBanks

- University Market (presently have 30 relationships)
- Technology Investments
- SIE Market
- New LMS Functionality

- Kaplan Targeting Key Accounts
- Knopman NY Market Positioning

### objection handling

- Our pass rates are fine...**

Ask about their overall through put vs pass rate. We also stand by our product with a pass or money back.
- Our vendor includes printed products...**

We offer print products as an add on because our clients have found our online solution is more convenient and just as effective. If you prefer to include print products, we can make that happen.
- Our vendor is fine...**

What is it you like or don't like about your current vendor?
- We need Live In-Person Training...**

Why do you feel that is a need? Our Live Online solution offers an interactive and effective classroom experience that is more cost efficient and can accommodate users nationwide.
- Our current product is free (or discounted)...**

Have you considered why your current vendor does this? Maintaining accurate content, investing in platforms and staying in compliance with state regulations often is expensive for vendors and that cost is built in to our pricing. Education is state mandated for the majority of insurance licensees. Being out of compliance with regulations is a liability for you, your candidates, and your company.