



Leadership Talking Points

Before you get started:

- The key is to get your team excited about SmartDollar.
- Let your employees know that you are providing this benefit to them because they are valued employees and since COVID-19, it's more relevant (and important) than ever.
- Make sure to share our [SmartDollar Participant Video](#).
- Don't forget to ask your team to enroll in SmartDollar.

Key Points to Cover:

What is SmartDollar?

- SmartDollar is a step-by-step approach to handling money.
- It features Dave Ramsey, the number-one authority in personal finance.
- More than 4.5 million people have used these principles to take control of their money.
- It is an easy-to-follow, proven plan that will help you get out of debt, on a budget, and on your way to winning with money.

Why this program?

- It's a self-paced program with engaging video content and easy online access from any device.
- Learn from the best speakers on personal finance, including Dave Ramsey.
- Stay motivated through inspiring content and by earning SmartDollar Points for activities within the program.
- The program features a best-in-class budget tool and a database with answers to hundreds of real-world questions available any time—day or night!

Why should you get started?

- We believe in our employees, and we want to help you build stronger financial futures starting now.
- This is a **FREE** benefit for you and your family.
- This program has proven results: the average family pays off \$10,000 of debt and saves \$6,200 in the first year!
- It's easy! Sign up today!