



## MCP Insider eNews...

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### Regulators want to know: Are you a salesperson or a Financial Advisor?

By Dorice Maynard, Software Sales & Customer Service

More and more, I sense a great divergence is coming in the financial services industry. Maybe it is partly all the hubbub the NASD has instigated over equity indexed annuity sales, partly the SEC repealing the Merrill Lynch rule, and partly the special congressional group "reviewing" annuity marketing practices. But it is definitely there: the line between salesperson and advisor is being more clearly drawn.

I finally completed the process of editing Mitchell Maynard's latest article, "Industry Regulators & Sales Practices" which I had mentioned on my [EIA Blog](#). It's a rather autobiographical call to financial professional to decide where they are going to fit in the scheme of it all, and a challenge to do some soul-searching on the whole conflict of interest every salesperson faces.

Conflicts of interest are about where your loyalties lie: To your client, or to the product provider? Mitchell points out that success is often wrongly measured in this industry, and advisors often set about trying to grow their business with the wrong focus.

We both hope that this article can be a "cause to pause" and reflect on your own journey in financial services industry.

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**Live Demo Webinars:** We demonstrate our software in live webinars every week. Please join us! Limited number of participants per webinar, so register ASAP. [Learn more >](#)

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