



SIX STRATEGIES TO IUL SALES SUCCESS

HOW TO SELL MORE INSURANCE THAN YOU EVER THOUGHT POSSIBLE

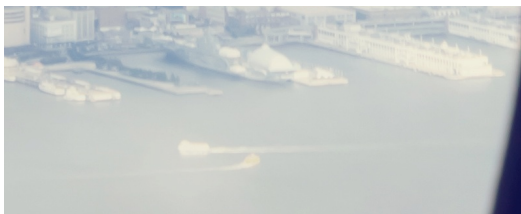


Table Of Contents

Six Strategies to Sales Success — How to Sell More Insurance Than You Ever Thought Possible

Success Strategy 1 — Find Someone Willing to Buy4

Success Strategy 2 — Sell to People’s Problems12

Success Strategy 3 — Become the Go-To Expert15

Success Strategy 4 — Have A System, Set Goals and Follow It16

Success Strategy 5 — Improve Efficiency and Offset Weaknesses.....18

Success Strategy 6 — Align with Trusted Partners19

SIX STRATEGIES TO SALES SUCCESS

Sell More Insurance Than You Ever Thought Possible

Partners Advantage is a leading distributor of Indexed Universal Life (IUL) insurance products. Having worked with more than a dozen different insurance carriers to develop, design and refine their Indexed Insurance products, we have the inside knowledge and expertise top producers rely on day-in and day-out.

Over the years, top producers have been attracted to Partners Advantage because of our approach to the Indexed Life business. We believe that long-term relationships are built on integrity, honesty and providing the unvarnished truth about the products made available.

In this book you'll learn the six strategies to IUL sales success that our top producers employ, and these high-end producers typically earn commissions that reach into the seven figure range. This booklet is designed to share their secrets so that you too can reach new sales heights.

Understanding Product Trends

Top producers that sell Indexed Universal Life position this product as a way to solve their clients problems and issues. They've come to realize that IUL is the only life insurance product that can meet the needs of those looking for significant cash-value accumulation potential, along with the underlying guarantees that protect their earnings from market volatility. In fact, the sale of IUL continues to trend up at a blistering pace. According to LIMRA studies, IUL sales continue to grow and the product continues to gain market share. Producers have turned to Partners Advantage because we focus on indexed products. Combined with our long track record of sales success, access to revolutionary products, and a commitment to helping our producers succeed, it's a winning combination. Because we provide in-depth product analysis and market expertise our top producers can focus on what they do best — sell. And they sell a lot.

1

Success Strategy — Find Someone Willing to Buy

To make it in insurance business, or any business for that matter, you need to find someone willing to buy the products you are selling. Sounds pretty simple right? What many people fail to realize is that marketing and sales are two completely different things.

To help explain the difference I'm going to use a fishing analogy. The role of marketing for any company is to get "fish into the boat". In other words, marketing comprises the strategies and tactics that attract individuals to your company. And when you go fishing, you first have to make a few decisions, such as determining the type of fish you want to catch (target market), selecting the best bait to use (strategies, tactics and offers), and where to cast your nets (possible lead sources) so that marketing can bring in the biggest load of fish (prospects).

Once marketing has done the job of bringing in the leads, it's now up to sales to sort through the leads and throw back the ones that are just too small, and process the ones that fit. Those leads that fit your profile are then put through a specific process to move them from prospect to client.

Develop a Plan and Commit to Marketing

To become a successful insurance producer, each one of our top producers first developed a long-term marketing plan and most importantly, **committed financial resources** to see that plan through. Commercial fishermen like we see on Discovery's hit show *Deadliest Catch* don't just put one crab pot in the vast ocean and expect to reach their crab quota. They first spend thousands of dollars acquiring their bait, filling the boat with fuel, hiring their crew, and preparing their ship for weeks at sea. The captain must supply up-front a significant amount of financial resources before a single crab pot hits the ocean floor. He goes deep into his pocket hoping that what he hauls in more than offsets his costs. Same holds true for insurance producers. You need to be willing to go deep into your own financial resources to generate your leads.

Next, the captain deploys several crab pots in many different locations and results vary from season to season and location to location. One season the crab may be found in one place, but if the captain goes back the next season, he might haul up empty pots. That's the nature of

fishing, and it's also the nature of generating insurance leads. You can't assume because something worked in the past will automatically generate the same results in the future.

The most successful insurance producers employ many different marketing practices to generate leads. The best insurance producers know that only dropping a single crab pot might get some leads, but not nearly enough to take their production to the next level. Let me give you an example.

We once heard from an insurance producer that, "direct mail doesn't work." Having heard this, we wanted to know more about his marketing approach to better understand the situation. So we asked some follow up questions, and based on what we heard, we quickly determined that he didn't understand how direct mail works. First we asked how many postcards did you mail? He answered, "100." Then we asked, how many times did you mail to your list? He answered, "Once." That's all we needed to hear to realize he was right, **his** direct mail approach would never work. Direct mail response rates vary from half of one percent to at the highest end 2 percent. So if he mailed 100 postcards once, the best he'd ever expect in returned leads would be two. Now I know there are many great sales people out there that could close 50% of the leads they received, but getting 2 leads from direct mail and thinking you're going to sell one policy is unreasonable.

We worked with the producer to better understand that direct mail requires a long-term commitment. We encouraged him to start mailing 3,000 postcards every two weeks over a 14 week period if he wanted to get any significant and measurable results. If he generated possible leads from this new approach, on the low-end he was looking at maybe 150 responses. From there, based on his follow-up strategy he'd probably result in making somewhere between 10 to 15 sales. The reason direct mail takes so much effort is that many people who receive a direct-mail postcard will not respond on the first mailing. It takes mailing that same list four, five even six times before you start getting any measurable results.

If you are not willing to first develop a plan, commit financial resources to the plan and continually modify and improve your plan based on actual results, get out of this business. Go find something else to do because being a top-performing independent insurance producer involves spending money to make money.

Here are a list of possible marketing activities that our top insurance producers use to generate their sales leads. Our most successful producers employ 3-5 of the various strategies to generate their leads:

- **Worksite Marketing** — While many financial professionals want to crack the corporate and small-business door, unfortunately many just don't know where to start. Now we're unveiling the secrets to cracking the corporate door by offering our marketing program Financial Wellness@Work™. If you want to work with a constant stream of qualified prospects, you need to market where you can find these prospects -- where they work. However, worksite marketing is typically a difficult proposition because most employers don't want you directly soliciting their employees. But we can show you a better way to gain access to these leads and provide valuable benefits at the same time, while locking-out other advisors. Plus, you'll sell more life, annuity and financial products than you ever thought possible. With the Financial Wellness@Work program, we've cracked the code on gaining access through the employers. In fact, the employers almost beg our advisors to come in and work with their employees. This isn't a program that promotes a product or worn-out sales pitch. It's a territory-protected, professional program that generates a constant stream of new prospects.
- **One-on-One Appointment Program** — Did you know that seventy percent of higher net-worth prospects will never attend a public seminar event? That's why we developed the One-on-One Appointment Program. This program targets individuals with income producing assets in excess of \$250,000 and includes a direct-mail offer that generates one-on-one office appointments. How it works:
 - We secure and send to the high-net-worth list
 - We offer a \$100 gift card to respondents
 - Prospects then attend a one-on-one financial review
 - You fulfill the offer by providing the gift card

Take time to learn about the One-on-One Appointment Program. It's a time-tested and highly effective lead generation program. It specifically targets qualified, wealthier prospects to meet for one-on-one in-office appointments in a private and professional setting for a full financial review.

- **Email Marketing** — If you are looking for an affordable way to get a stronger relationship with your existing clients, email marketing is the way to go. However, using email marketing to try and find new clients is a challenging proposition. The reason is that email marketing requires you to follow a number of U.S. laws called the CAN-SPAM Act and direct email offenses can result in \$15,000 fines for each offense. Officially, you are not allowed to email anyone with whom you do not have an existing business relationship, or opted-in to receive email messages. Unofficially do people break this law? All the time. Do we encourage you to break this law? Absolutely not.
- **Direct Response Mailing** — This approach requires sending thousands of postcards to the same target list at least six times before generating a 0.5% - 2% response rate. If you are doing direct mail, you should consider using postcards over letters. According to the Direct Marketing Association, postcards are 6 times more likely to be read than a letter and they are a higher-impact marketing weapon. Postcards have a higher recall by recipients for three main reasons: the use of color or pictures provides a visual that is easily remembered, postcards are intimate by nature and are much more personal, and if you send oversize postcards they are quickly noticed in the mass of daily mail. But again, the power of direct response mailing involves repeatability and a compelling call-to-action.
- **Newspaper Ads** — While some advisors think newspaper ads are an affordable way to grow their business, what they fail to realize is that newspapers are more effective for building brand awareness than lead generation. While the initial costs seem reasonable, the reality is that newspaper advertising can be very expensive for the return on investment and lack of ability to generate high-quality leads. According to the Direct Marketing Association, the average response rate to a newspaper ad is an astronomically low 0.09%. That means if you wanted to generate 50 possible leads from a newspaper ad you'd need to place 55,555 ads or reach a circulation of that amount. Newspaper readership has been on decline and fewer people are reading the paper every day. To potentially improve newspaper response rates you need compelling visuals or possibly incorporating coupons or other common strategies to lift results.
- **Book Give-Aways** — If you've been around the insurance industry any length of time, you know there are organizations out there encouraging you to purchase books and give them away to help you grow your business. Typically the book presents an idea

and reinforces that the client should make a change to their financial strategy. If you're counting on a book to help you make an insurance sale, maybe you should reconsider due to these startling facts:

- 33% of high school graduates never read another book for the rest of their lives
- 42% of college graduates never read another book after college
- 80% of U.S. families did not buy or read a book last year
- 70% of U.S. adults have not been in a bookstore in the last 5 years
- 57% of new books are not read to completion

Last, books can be expensive. At an average cost of \$9 a book, you just made an author very rich. You spent thousands of dollars on books which very few people will read.

- **Social Media Advertising** — Placing ads on Facebook can be a very lucrative way to generate leads in your target market. There are many benefits to advertising on Facebook in that you can target your specific market and set financial limits that meet your marketing budget. However, the most effective Facebook ads redirect a prospect to a landing page where a video is played to engage the prospect further and the call to action is for the prospect to fill in a form for more information. Unless you are an expert in building websites, compelling client videos and online forms, doing this yourself is a big mistake. There are companies out there that can assist you in advertising on Facebook, but remember there is always an associated expense in bringing in outside consultants and organizations to assist you with social media advertising.
- **Telemarketing** — Another strategy that has fallen out of favor in the insurance industry is telemarketing. Using outbound calling to generate leads can work, but it requires a lot of planning on the front end. With all the "Do Not Call" laws in effect, the ability to use telemarketing to grow a practice can be expensive and time consuming. To effectively use telemarketing you need to consider relying on outside experts to not only comply with all the laws, but to free up your time. It takes a certain type of personality to take verbal rejection after verbal rejection and keep on dialing. If you don't have the wherewithal to accomplish that, or full knowledge of all the outbound calling laws use an outside firm.

- **Seminars** — Holding seminars actually involves engaging in a number of the marketing strategies in one package. In order to attract prospects to a seminar you need to either do newspaper advertising, direct mail, social media ads, telemarketing, radio or TV ads, or some combination of all of them. Seminars are different from educational workshops in that conducting a seminars involves serving a meal. The free meal is often the “bait” that is used to get people to hear the message you are sharing. They come for the free meal, not necessarily to hear the message you want them to hear. Bottom line, a producer can grow his business using seminars. However there is a tremendous expenses with doing traditional dinner seminars. If you like speaking in front of an audience, but aren’t too excited about the expense and results of dinner seminars you should consider doing educational workshops.
- **Educational Workshops** — Workshops are generally more educational in nature as the name implies, and attendees come to learn about a subject that is important to them at that very moment, so they are motivated to come learn more. Generally with workshops you don’t have to serve a meal. If you enjoy public speaking, educational workshops may be the approach for you to build your market. You still need to employ a series of strategies to get people to attend your workshop. The biggest difference between educational workshops and seminars is that instead of coming for a free meal, attendees are coming to learn something of importance to them. Another key difference is that these workshops are held in libraries, community centers or even at a local employer in the form of a “Lunch-and-Learn” seminar. Educational workshops provide you to give back to your community, build your image and drive additional leads into your pipeline.
- **Radio Ads** — This medium is extremely effective at generating leads when the ad is written properly and there is a strong call to action. Radio advertising actually works better than television advertising because of the ability to segment your audience. The most effective stations for running radio ads are talk radio for a number of reasons. First, people who listen to talk radio are typically highly educated and are constantly looking for learning more information or education. Today, most people listen to the radio in the car, and often times on talk radio the listener doesn’t flip channels like someone who listens to music. The talk radio hosts do a great job of keeping listeners through the station commercials giving you an opportunity for your ads to succeed. A well placed and timed radio ad hits your target audience and gets

them to reply. Radio is another medium that requires you to work with experts to not only craft the message and call to action, but you should also employ an in-bound telemarketing service to handle potential lead volume and segment respondents into qualified leads.

- **Television Ads** — It was Andy Warhol who once said, “Everybody wants their 15 minutes of fame,” and insurance producers are no different. There are some who want to use their 15 minutes to star in local television commercials. If what you are trying to convey requires visuals, or would be enhanced by visuals, television may be the way to go. Often these commercials are produced by the local cable station for less than \$1,000. However, your locally produced 30 second spot is going to be wedged between national television commercials, where the budget to create the commercial is in the hundreds of thousands of dollars. Your ad needs to stand toe-to-toe with the big national brands and stand out, which can be difficult. A positive to TV ads is with literally hundreds of stations to run your local commercial on, you can better target and segment to the audience you want to attract. But remember, TV ads rely on high frequency for success so if you’re doing TV ads, be in it for the long haul.
- **Radio Programs** — Radio programs can also be considered long-form advertising, because most radio programs made available to insurance agents are just that, a 22 minute long commercial that typically airs early on a weekend morning or late in the evening, when there are no national talk radio programs running. You’re paying for air time to increase your presence in the local community and build your credibility. Radio programs that run on a weekly basis require you to have a lot of content to share with your audience. This content needs to be fresh and relevant. Most of the radio programs don’t actually air “live” but are instead pre-recorded, then engineered and worked in post-production to sound like a live program. Long-form radio programs are a great way to build your credibility.
- **Centers of Influence** — Are generally people in key positions of respect in the community or authority in an organization. They may be in charge of — or at least have access to — membership rosters. Typically this comprises local trade union reps, business owners and even teachers and coaches. With the power of LinkedIn, you can really expand and work your Centers of Influence.

- **Civic Philanthropic Organizations** — What comes to mind for many people are the numerous community organizations such as Lions Club, Elks Club, Rotary Club, Kiwanis Club, Jaycees, Knight of Columbus and so forth. These organizations typically hold regular meetings and they represent typically a very well connected membership.
- **Professional Alliances** — The lifeblood of the high-end insurance producer is building strong professional alliances with individuals and entities that compliment their practice. The most common and successful connections are between insurance producers and lawyers, CPAs, P&C firms or health agents. These alliances only work if there is mutual respect between both parties and mutual benefit. These alliances only work if both parties find value in maintaining the alliance. When done properly these alliances are the most effective form of lead generation because you're being introduced as a trusted advisor. When done hastily there is a lack of trust and leads do not flow between the parties.
- **Referrals** — Last but not least referrals are the single most effective way to grow your practice. To be a high-end insurance producer you need to have a referral mindset and incorporate practices that allow referrals to easily flow from existing clients. Some of the more unique ways to generate referrals through your insurance practice involve having client appreciation events, which obviously cost money, but will produce the highest quality lead possible.

These are just some of the ways you can market. In listing some of the ways you can find someone willing to buy, you need to pick 3-4 of the various ways listed above to grow your business and spend the necessary money to generate your leads. Last, in the effort to find the right option for your market, you should work with a [distribution partner](#) that can assist you in finding the best lead generation strategy possible.

2

Success Strategy — Sell to People's Problems

Let's be clear that successfully selling life insurance can be challenging, however the most successful life insurance agents approach this market with the ability to sell (and solve) people's problems. In solving their problems, they position life insurance as the most viable solution possible.

Understand How People Make Decisions - Even Bad Ones

Most people when given two financial choices will ultimately narrow down the two options and pick a single solution that provides them the best economic value. What's really interesting if you've ever studied Behavioral Economics, is that sometimes when people are presented with financial choices, many times people make a bad economic decision. In other words, when presented with the choice that ultimately provides them the best economic value, they pick the other option that doesn't provide the best value.

Human behavior is fascinating because humans rarely choose things in absolute terms. We don't have an internal value meter that tells us how much things are worth. Rather we focus on the relative advantage of one thing over another, and estimate value accordingly. For instance, we don't specifically know how much a six cylinder engine is worth, but we can assume it's more expensive than a four cylinder engine. What's truly fascinating about Behavioral Economics is that most people don't know what they want unless they see it in context. Most people don't have an internal meter that tells them that a properly funded and structured IUL policy is better than other financial vehicles because they have no context upon which to make that decision. However, if you can structure your presentation to clearly lay out the various options they have with their money, the decision to purchase a life insurance policy is almost a "no-brainer." When provided with a list of options where the inherent economic value is clearly depicted, the prospect can clearly see that what you present is superior.

Most of our top financial professionals selling IUL to individuals as a way to compliment their retirement nest egg use a software system that was designed with Behavioral Economics in mind. We hear time-and-time again from advisors using this software in a client presentation, the client quickly closes themselves. The client actually says, "I want the life insurance option,"

because the software clearly demonstrates the true economic benefit of using life insurance as a way to protect against premature death, and when properly funded and structured can provide outstanding income benefits during the client's life. Think back, if you just asked someone if they wanted to purchase life insurance with no context, what would your answer be? Probably most people would say, "not interested."

Commit to an Area of Focus

The top performing life insurance producers we work with commit their business to a specific area of focus. In other words, they specialize not generalize. Sure, it's nice to be able to be a jack-of-all-trades, but it often results in being a master of none. To reach the highest level of success in the insurance sales game, you need to clearly define who you want to work with and what specific problem you're going to solve for those clients. Traditionally this falls into one of three basic categories:

- Personal
- Business
- Estate Planning

In the personal insurance market, most successful producers position IUL as a compliment to their retirement nest egg. They validate for their prospects that a properly funded and structured life insurance policy provides more benefits with less risk than the alternatives. The personal market is often the place producers start their practice, and many stay there during their entire career.

In the business insurance market, most producers present IUL as a way to either recruit, retain or reward the key executives of the business. They use nonqualified executive benefits and use life insurance as the funding vehicle for those plans. Obviously there are a myriad of ERISA rules and regulations that must be followed to ensure the plan is just covering a select group of highly compensated employees. You can also target the rank-and-file employees with the Financial Wellness@Work program.

Estate Planning is the last main area of focus for the successful insurance producer. In this market you need to be the go-to expert on efficiently reducing estate taxes or establishing

insurance trusts that hold life insurance. With Estate Tax laws continually changing, to succeed in this market it generally benefits you if you are also a CPA or Estate Planning Attorney. Realize that the most successful producers in the Estate Planning market align with CPAs or attorneys if they don't have that specific background.

Willing to Walk Away

When selling to people's problems, the biggest challenge you must face is being willing to walk away from a prospect when the opportunity isn't right. I know, it sounds absurd, but the most successful insurance producers choose to not work with some prospects because the opportunity for mutually beneficial relationship doesn't exist. Many people may disagree with this approach, but the reality is if you have a full pipeline of prospects to work with, why would you choose to work with someone that either you can't help, or doesn't want to be helped?

Think of the psychology of that interaction. The customer doesn't want to admit that they have a problem, and you trying to convince them that they have a problem and that you have a solution. In reality when this occurs it can make the insurance producer appear desperate, and prospects can smell desperation from miles away. If you're thinking that, "I need to make this sale at all costs," you're not putting the client's interests first, nor are you looking to solve the client's problems first, which opens up a number of possible problems down the road.

3

Success Strategy — Become the Go-To Expert

Once you've selected your business area of focus, you now need to become the go-to expert in your community. Build upon your reputation and spread the word that your business solves a specific problem better than anyone else. If you're not going to be your biggest fan, who is? How do you raise your visibility in the community? You go back to your marketing efforts and continue to build upon them, additionally, this is when you need to start building your public relations image.

If you want to be recognized by the media, first you need to become known by a journalist as a trusted source of expertise. These relationships can be an excellent way to build your visibility. Journalists are almost always on a tight timeline, and when national stories pop up, most local journalists want to add in how that story impacts the local community. There are several steps you should consider to get you on the short list of "trusted experts" that the journalist can turn to.

The first step is getting that relationship started and letting them know you exist. If there's a relevant story which you've got an opinion on, contact the journalist and tell them. With today's connected journalists you can find email addresses, twitter profiles, Facebook pages or you can go old school and even make a quick phone call and talk about your view on the issue at hand. Your position might be interesting enough that they can expand on the story and provide a fresh angle.

You also need to pop-up when a journalist conducts an internet search on the subject, which means you need a webpage and excellent Search Engine Optimization (SEO). But it's not enough just to have a webpage. You need to have a webpage that appears high in the internet search results if you're going to be the go-to expert. We suggest that you feature a compelling biography showing your mastery of the subject which you're claiming to be an expert. Also, having a blog on your website which demonstrates your knowledge and shows that you have valid opinions can also boost your chances of being selected. Last you need to be good on camera and have something interesting and relevant to say.

4

Success Strategy — Have A System, Set Goals and Follow It

Discipline is an often-used word, yet for the highly successful it's not just a word, it's a lifestyle. First you need to set measurable and meaningful goals, then employ a system to help you reach those goals. It's easy to say, I want to sell \$1 million in target premium. Obviously that's a goal. What makes it measurable is in breaking down the steps you need to accomplish that to make it reality.

Here's an example. If you wanted to reach \$1 million in target premium in one year, you could easily accomplish this by selling one case that resulted in \$1 million in target premium. Just find someone who needs that big of a policy and sell it to them. Easy enough, right? Sure there are people out there who need that kind of coverage, but the reality is that is a very small and finite market. Can you spend your entire year (or years) chasing down and finding that one prospect out of 100,000 or even 1,000,000 that fits the bill? Absolutely you can. But realize it's just not realistic.

Another way of accomplishing that same goal would be to first look at your current block of business and see what's the average target premium, let's just say for argument's sake it's \$10,000. If that's the case, to get to a \$1 million year you're going to need to sell 100 policies in a year to make that happen. To get to 100 policies, if your business follows typical conversion trends, you will visit with 1,000 prospects to end up with 100 clients.

If you were just using something like direct mail to get your 1,000 prospects, assuming a 1% conversion, you'd need to send out 100,000 direct mail postcards over the course of the year, approximately 8,500 per month. At the most affordable end of the printing/postage spectrum, at \$0.65 each you're looking at a marketing outlay of \$5,525 per month. Okay, that sounds reasonable, if you're going to make \$83,000 in commissions for the month. Let's assume you still want to move forward with your plan because you can see that you need to spend money to make money. Okay, it now dawns on you that in a typical calendar year there are traditionally 1920 work hours, if you spend 8 hours a day 5 days a week and take 4 weeks of vacation. Of course, you can say you're going to work 6 or 7 days, or work 12 or 14 hours instead of 8, but is that reality? Do you really have the physical and mental stamina to work 6 days a week 12

18 hours a day? There are people who can accomplish this, but they are amazing examples of discipline.

Let's further assume that in your typical week you spend just 1 hour a day on prospecting activities. Let's also assume you have a book of existing business that you're obviously servicing, and let's allot another 5 hours a week to service existing business. That leaves you with 30 hours to visit with 20 prospects each week. That's meeting with, learning about, uncovering problems, creating solutions, filling out paperwork, and more each and every 1.5 hours day-in and day-out. Unless you are extremely disciplined, and have a staff of 4-5 people to keep your pipeline full and existing clients serviced, this is not a reasonable goal. And you're going to be working harder than you ever have in your entire life.

What's more realistic is to have establish daily goals such as calling 10 existing clients and 20 prospects each day. In doing so you structure your day so you can reach your goals. Some of our most productive insurance producers structure their day in following way:

1. Stay focused and minimize downtime
 1. Don't focus on non-productive activities
 2. Plan your day to remain productive
 1. Don't bog down in small details
 2. Proper activity generates leads
2. Be process driven
 1. Book appointments
 2. Use an agenda
 3. Use the same sales process with each prospect
 4. Know when to walk away from a relationship
3. Approach sales as long-term relationship
 1. Structure client review mindset from initial meeting
 2. Strong relationships lead to referrals

Setting manageable goals with reasonable steps is what makes successful insurance producers. Practice management plays an important role in the life of a successful insurance producer.

5

Success Strategy — Improve Efficiency and Offset Weaknesses

The reality is that most of the successful insurance producers out there are not a one-man or one-woman show. Instead they have come to realize that they have limitations as well there are some parts of the business where they need assistance. Realizing this fact — that it takes an impressive team to win — the most successful insurance producers hire staff and use outside consultants to assist them with areas of the business that they don't want to focus on.

Typical In-Office Support Staff

- Reception
- New Business
- Marketing

Typical Outside Resources

- Marketing
- Logo Creation
- Web development
- Social Media
- Video development
- Advertising

Having a well-oiled and running office requires you to admit that being a “jack-of-all-trades” makes you a master of none. Focus your efforts on what you do best, and if it's not selling face-to-face and meeting people, then find another career. If you are an exceptional salesperson, and aren't getting the success you need, consider turning to outside or internal resources to help you reach the goals you desire. If you partner with the right Independent Insurance Marketing Organization, often they can help you with some of these areas of your business.

6

Success Strategy — Align with Trusted Partners

The most successful producer realizes they can't go it alone, so they align with trusted distribution partners. To sell Indexed Universal Life, you first need to understand the appropriate product applications, and the markets this product serves. First, as a cash-value life insurance product, it maintains all of the current tax-advantages of other cash-value life insurance products under Section 7702 of the Internal Revenue Code, such as Whole Life, Universal Life and Variable Universal Life. Remember, IUL is designed to provide life insurance protection. While the interest-crediting options available within the IUL product are attractive for cash-value accumulation, your client's fundamental objective in buying this product should be for the peace of mind that the life insurance protection provides.

So when you are marketing this product, present it to those individuals seeking both death benefit protection and the ability to generate cash values within the life insurance policy for a future income distribution need. If you are purely looking for the most efficient way to pass wealth at death, and your client is not interested in generating cash values that they may harvest at some time in the future, typically there are products that are more ideally suited for those needs, such as level premium term or minimally funded lifetime guaranteed UL.

