



5 KEYS

to Selling IUL Virtually



Why AMZ Financial?

As the nation's leading developer and distributor of Indexed Universal Life (IUL), AMZ Financial has a proven track record in dissecting the indexed life insurance market and finding the most effective ways to use the best products available. Our pioneering moment came in 1999 when the stock market was booming and everyone thought stocks could only go up, we chose to focus on IUL because we believed this product would transform the way people protected their families and saved for retirement. We continue to lead the industry to this day through our extensive distribution network and product development opportunities.

Ongoing Product Innovation

IUL has been the fastest-growing life product over the past few years representing almost 30% of all fixed insurance sales. We've proven our expertise by developing nine top-selling IUL products over the years. Recently, AMZ Financial captured the industry's first patent-pending design feature that cuts Cost of Insurance (COI) charges by 30% while increasing cash values by 50%, dramatically helping clients get more out of their IUL policy. No other Independent Marketing Organization that promotes IUL can claim the pioneering spirit, product development expertise, proven production, distribution reach and overall product knowledge.

The future success of any insurance product is the amount of innovation that occurs behind the scenes within that product segment. Indexed Universal Life is "the" product with ongoing innovations. When you look at other life products, the amount of money and resources dedicated to IUL at the carrier-level is staggering.

Distribution Of Income

Over-funded cash-value life insurance products are typically purchased with the understanding that the client at some point in the future will want to efficiently harvest income from the policy. The expected trend within IUL is the offering of guaranteed income at some point in the future, much like we have seen from the annuity product development over the years.

From the carrier's perspective, guaranteed income out of a life product is expensive to provide to the client, however, the industry is moving this way due to consumer demand and we can put you in touch with a carrier currently offering guaranteed lifetime income from a top-performing IUL policy. IUL continues to innovate the way clients interact with the carrier by improving the customer experience through no-fluid underwriting. This is a huge step forward and typically means a policy will issue in under 3 days ... meaning you get paid faster.

Belief System

AMZ Financial cares about good, honest and ethical advisors who want to enrich the lives of their prospects and clients. We appreciate that they give back to the communities they serve and make a profound impact – both personally and professionally – upon those in which they come in contact. Our best advisors are good people who just happen to be in the financial services industry.

If you're a financial professional who believes your client is at the center of everything you do, we want to work with you. If you accept that your role involves finding creative and suitable financial solutions for your client's money – regardless of how the solution compensates you – you'll find that our values are aligned. When you independently appoint through AMZ Financial Insurance Services you receive outstanding service with access to the industry's best Indexed Universal Life, Fixed and Indexed Annuities, Long-Term Care and Asset-Based LTC combination products.

1 — Have A Proven Prospecting Program

When you ask most producers, what do they need to help them grow their business, they often say, “I need more people to see.” We agree, leads are the seeds that every successful agent needs. But there’s a big difference between leads and pre-set IUL appointments.

A lead is really just someone who may or may not be interested in moving forward, and that’s why just buying “leads” often results in lack-luster sales results. Instead, you should work with an organization that can provide pre-set IUL appointments. AMZ Financial can put you into our Pre-Set IUL Appointment program and you can even learn how you can receive FREE pre-set appointments.

Granted a pre-set IUL appointment don’t always lead to a sale, but from the beginning you’re sitting in front of an individual that provides you with a better shot at making that sale as they’ve already been pre-educated. If you have the following four keys, you should see great success selling IUL virtually.

Don’t Do It Alone

Generating pre-set IUL appointments takes a lot of money, experimentation and experience. For the past four years, we’ve been working with testing, refining, and honing the process to generate the pre-set appointment that revolves around national advertising campaigns. These campaigns aren’t cheap, and it would be hard to replicate on your own because there are so many moving parts. And why would you want to replicate the program when we’re offering a proven program? Most insurance advisors are good at selling, so it might be best to stick to that. Leave the marketing, advertising, and appointment setting up to someone else so you focus on revenue-generating activities and delegate the rest to an expert team.

2 — Have A Selling Style That Helps You Communicate Better Over The Phone

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.

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. When you have a proven sales presentation that actually closes business, it makes the whole process a lot easier. We offer such a presentation that you can use in your virtual selling situations. 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.

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, sounds absurd, but the most successful insurance producers choose to not work with some prospects because the

opportunity for mutual benefit doesn't exist at the present time. 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? You can always nurture these prospects and in time they may be willing to buy ... see key number five to learn more about automated nurturing programs.

You also need to consider the psychology of the interaction with a client not willing to move forward at the present time. The customer doesn't want to admit that they have a problem, and you trying repeatedly to convince them that they have a problem doesn't help. If you aren't willing to walk away 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.

Flip the Sales Presentation 180 Degrees

The Selling 180 program flips the sales presentation 180 degrees from a traditional product pitch. This technique flips the old-school selling styles and instead it incorporates the secrets used by the world's most successful sales people. You'll learn:

- How to control the selling process by directing your prospects' behavior
- Why prospects lie and what questions will uncover the "real" truth
- Why it's wrong to do research or prepare illustrations when a prospect asks
- Why jumping to do favors for customers spoils your relationship
- How to conduct yourself in every selling situation to generate results

Selling 180 transforms your practice simply by putting you in complete control of the selling environment while you skillfully guide prospects through the sales process. Selling 180 leverages Neuro-Linguistic Phrasing which helps clients connect with you.

3 — Have A Product That Overcomes The Three Main Objections To An IUL

Selling IUL over the phone is relatively easy ... if you have the best product to overcome one of the big three objections to buying life insurance. The first objection you'll typically hear is that life insurance is expensive. Let's just put that argument aside for a moment, because remember most people don't have an internal meter telling providing a real-time cost-benefit analysis. Let's put that concept aside for just a moment as we'll cover it more thoroughly in key four.

As an insurance agent, you know that one of the biggest expenses in a life insurance contract is the Cost of Insurance charge. Cost of insurance charges are monthly charges for mortality, administration, and other aspects of expenses on the part of the life insurance company. They are assessed against the policy based on the insured's attained age, the original rating class, and the current net amount at risk. In most cases, the cost of insurance is deducted from any premium payments made before crediting the account's accumulation value. Since underwriting class from super-preferred to table z come into account, finding a way to reduce these charges leads to a more efficient policy design, and ultimately more cash value for the client.

Game Changing Product Design

AMZ Financial invented a new and unique death benefit option called the Cash Value Amplifier™ which positively enhances cash-value performance of a life insurance policy. The new patent-pending feature allows an insurance company to amplify a policyholder's cash value without violating the product's tax advantages, carrier profitability or producer compensation.

The Cash Value Amplifier significantly reduces the death benefit costs within the insurance contract. These lower costs directly lead to considerably higher cash values. Those higher

cash values, and the available tax-advantaged income, will appeal to customers seeking both death benefit coverage and tax-advantaged distribution of income. When a client adds the Cash Value Amplifier to the product, it becomes the most efficient accumulation oriented product. With the game-changing design of an IUL product with the Cash Value Amplifier, if you ever face a skeptical CPA, unrelenting attorney, or difficult prospect that says life insurance is just too expensive to use when accumulating wealth, you have a secret weapon to overcome that objection. Believe it or not, but there are some people out there who will claim “life insurance” is a bad investment. That it’s really expensive. First what I’d like you to realize is that “price” is an issue in the absence of value. In other words, what are you getting for the money you are spending is important.

If you’re spending a lot of money and getting nothing in return that’s expensive, right? Conversely, if you’re spending a lot of money and getting a lot of value, then it’s not expensive because you value the benefits it provides.

Beyond significantly reducing the cost of insurance charges, there are products available today that provide additional policy credits. One of the most common policy credits is a persistency credit which increases cash value to the client for being a long-term customer with the carrier. When evaluating carriers, or looking at illustrations for your clients, it’s important to understand how some carriers illustrate their persistency bonus – EVEN if they claim the bonus is guaranteed.

Think back to the movie “Tommy Boy” when he discusses guarantees. Just because the carrier says that it’s guaranteed or perhaps that carrier over-illustrates how that guarantee bonus actually works, that doesn’t make it better than one that’s not guaranteed. You see, in order to provide that guarantee, the carrier at some point in the future may have to make other trade-offs or pull different pricing levers if the guarantees ultimately get too expensive. The carrier can consider lowering caps or increasing charges to pay for those guaranteed bonuses in the future, which means the client may suffer more with a guaranteed bonus than

one that isn't guaranteed. More important than the guarantee of persistency bonus, is the fact that the carrier is actually setting aside and reserving the money to pay the bonuses in the future. That company would be more nimble and be able to not need to pull other pricing levers in order to provide the future bonus. If you had a choice of one carrier reserving and accounting for that reserve today – even without the guarantee – that'd be the company worth considering over the one with a guarantee as that company is better positioned for long-term success versus short-term sales goals.

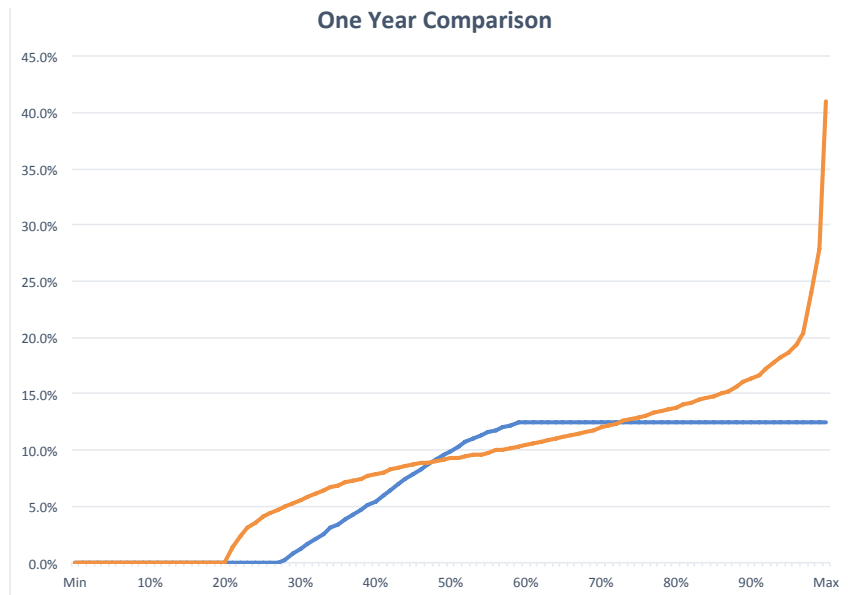
An IUL Product that Pay Dividends?

Now we all know that IUL products don't pay dividends, only whole life policies are structured to pay policy dividends. In fact, whole life dividends are paid out based on the company's experience. But some pioneering insurance companies that we work with are developing new products and features within an IUL policy that positively impact the client's cash value based on how that client structures and funds the policy (not what the carrier does or experiences). These policy credits when added to the cash value can significantly impact the long-term performance of the product. They can be structured many different ways, but generally they provide significant long-term benefits that will appeal to clients.

What About Product Performance?

Another question some clients raise is that they've been told that IUL won't perform over the long term, in other words the policy performance isn't as rosy as illustrated. We agree, before AG 49, many producers over-illustrated the power of IUL, and today those new guidelines help temper some of the more outrageous claims. However, many carriers are finding unique ways to enhance policy performance by reducing the costs to buy the indexing options. For years, IUL has almost exclusively offered a 1-year point-to-point crediting method with 100% participation up to a cap. However, the sustained low interest rate environment, and high market volatility has made those options very expensive, and therefore caps have steadily decreased over the years. What many insurance producers don't realize is that the cost to buy the option is tied to the overall volatility of the option. In other words, if the option is

volatile the costs are high, meaning a lower cap. Moving to a low-volatility option can make a lot of sense and perform very strongly over the same time period. The S&P 500 Low Volatility option makes the options cost more affordable for the carrier and this is allowing some to have uncapped performance over a one-year period. And the back-casted results look amazing.



	S&P 500	Low Volatility
Average Crediting Rate	7.3%	8.9%
Probability > 0%	72%	80%
Probability > 10%	50%	44%
Description	S&P 500 12.5% Cap 100% Participation	S&P 500 Low Volatility No Cap 90% Participation

What the chart above depicts are the annual crediting rates for every business day over the past 10 years. And with the low volatility option you can see that in just 20% of the results would the client have earned 0% compared to 28% of the the time with a traditional crediting option. And it makes sense, when you look at the least volatile companies, the reasons that they are considered "low volatility" is that they don't make big gambles or take unnecessary

business risks. By carving out those companies from the overall market you can see that not only does your client get more opportunities to earn a positive return, that in close to 20% of the cases they earn more than 15%. You'd have to admit that in the previous 10-year period the market has seen its share of ups and downs and how happy your clients would be with an 8.9% average crediting rate. We all know that past performance is no guarantee of future results, but if an index option can perform in the market we just experienced, just imagine what it can do in the future.

Client Want Guaranteed Income

For years IUL illustrations were simply numbers written on paper showing projected future values and possible loan amounts. That's fine, but with so much focus on annuity products and the guaranteed income they provide for retirement, the life insurance carriers are starting to move in that direction. Today, insurance companies are introducing guaranteed lifetime income from an IUL policy, so that the cash-value that is in the policy can be paid out, guaranteed to age 100. Now that's a game-changer for a client who purchased an IUL originally to protect their family, but now that they've grown they are ready to harvest income. They can efficiently access their cash values and receive a guaranteed retirement income.

Last Big Objection – Clients Hate the Underwriting Process

It's no secret that our industry makes the client go through some inconvenient procedures to buy our product, and one of those is having a needle stuck in their arm, being prodded and probed by someone they've never met and giving additional bodily fluids (yuk). Not to mention that this process is slow and means you need to wait over a month on average from the time you submit an application in good order to the time the company makes an underwriting decision. We all know you don't get paid until the policy gets issued. So now you can speed that up through the amazing advances happening with express underwriting.

When you sell IUL virtually, you're often not meeting the client face-to-face, other than through a screen share or video conference. Sometimes this makes it harder to keep the

policy moving if you need to wait 3–45 days before policy issue. By speeding up the process and improving the client experience, the issue of being hundreds or thousands of miles away is really a non-issue. Plus, your clients can receive a standard, preferred or super-preferred underwriting class without fluids or a medical exam. This isn't an express issue product with all sorts of built-in additional fees to cover the risk at the carrier level. The carrier is using publicly available data to help them make an underwriting decision because they've found specific correlations between the data that's available publicly and can make an informed underwriting decision without the need for an exam or fluids. Ultimately, this means your policies can get issued in many cases under three days, and that means you get paid faster. Can you overcome that objection now? I think so.

4 — Have A Software That Helps Show Clients Their Retirement Gap And The Best Way To Close It

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. For most of the producers that work with AMZ Financial, they select Indexed Universal Life insurance as the product to position in front of their clients.

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 because they fail to understand the trade off.

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 advisors 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.”

5 — Have A System That Automatically Nurtures Those Not Ready To Buy

There's a big difference between mass email blasts and marketing automation. Marketing automation involves discretely tracking how each individual interacts with your content, then intelligently either sends them the next message in the nurturing campaign if they did one thing, or sends them down a different path if they did another, blast emails don't do that. There are some amazing tools out there that simplify the process of marketing automation and we offer Prospecting 365.

Prospecting 365 automates your marketing messages so you can prospect 365 days-a-year and continue to nurture those pre-set appointments that weren't ready to buy at the time you initially met. You also receive access to a web-based Client Relationship Management (CRM) platform so you can automate several regular "stay-in-touch" events like annual reviews, and age-based milestone triggers like RMDs, Social Security, Medicare and more.

Within Prospecting 365 there are more than 100 different automated marketing campaigns and triggers you can use to drip market on your prospects. If you have a large existing client base, or if you use the pre-set IUL appointment program, Prospecting 365 will help you convert more prospects into clients. Benefits of Prospecting 365:

- Easy-to-use pre-built templates
- Works everywhere and every day behind-the-scenes
- Connects your CRM, marketing, website and social media

When you subscribe to Prospecting 365, we take care of everything from importing your client list, to customizing your CRM so it stores the data you need for building future automated marketing campaigns. You also have access to over 100 different nurturing campaigns that we will help you set up so they run automatically.

The Indexed Life Leaders

The vision of AMZ Financial is simple. We intend to be the Indexed Life market leaders. Our company is focused on Indexed Life product development as well as the marketing and distribution of both Indexed Life and Annuity products. We search for partners, insurance companies, marketing firms and agents who have a desire to market these innovative products. AMZ provides the knowledge and resources agents need about life and annuity products so they can make the best choice for their clients.

A Full-Service Offering

While the primary focus at AMZ Financial involves indexed products, we understand that one product doesn't fit every need. That's why we've developed partnerships and strategic alliances with many various organizations and distribution outlets to provide our producers with a full array of products and services including:

- Indexed Universal Life
- Term Life
- Universal Life
- Whole Life
- Second-to-Die Life
- Annuities
- Long-term Care
- Single Premium Whole Life

Our ability to provide you with great contracts and top-notch carriers – regardless of the type of product – means you have a one-stop-resource to help you solve all your client needs under one roof.

Dedicated Resources

At AMZ Financial we have staff dedicated to help you develop cases and address questions. We also provide turn-key prospecting programs so you can position the opportunity and present the most suitable product, along with an extensive array of online resources to help you 24 hours a day, 7 days a week at www.amzwebcenter.com.



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