



## LOOKING TO INCREASE YOUR INCOME?

For decades, many agents who have promoted permanent life products have increased their income.

However, with the current market conditions, especially for the agents selling health insurance and/or annuities, we have been asked if we could provide a sales system that would simplify the selling of permanent life insurance. The answer is, "Yes we can."

The Retirement Reality Advisor package is **FREE** to you and once you begin using it on a regular basis, you may wonder how you ever did without the Retirement Reality Advisor selling system. The Retirement Reality Advisor program provides you with the tools, information and support to help you increase sales and to help ease the stress of doing business.

### Why Use Retirement Reality Advisor?

We see this concept addressing the needs of a large percentage of your clients. The current information we have available notes that 56% of the families have no individual life insurance. Of those families that do own life insurance, 50% know they do not have enough. 24% with children under 18 want to talk to an agent but will not initiate the call.\* This is a huge marketplace. \*LIMRA October 2010

### The "Self Sales" System

The Retirement Reality Advisor sales process allows the client to determine the client's life insurance needs, the available premium and the length of time they want the coverage.

### Agent Training

First, there is on-line training available 24/7. Then there are the quarterly live training webinars conducted by successful agents. There are valuable

sales tips and product information on how to assess your client's needs.

### Client Training

There is a website presenting stories of individuals who have experienced the benefits of life insurance following a death. A life insurance needs worksheet is also provided so the client can determine their own needs.

### How Do I Get Started?

The easiest and fastest way to obtain more information is to go to the website address [www.rradvisor.com](http://www.rradvisor.com) and register for an account. During the registration process, you will need to enter an Agent Code. Be sure to use:

**Agent Code: (Your agent code here)**

Next, review the material. If you decide to use the Retirement Reality Advisor program, the next step will be contracting with the Retirement Reality Advisor carrier.

### An Additional Benefit, Prescription Champions

This organization provides you FREE prescription drug discount cards that you can use to thank your customers for past business as well as open the door to new business. For example, offer your prospects a FREE drug discount drug card in exchange for a sales interview. For additional info on this program, visit the Prescription Champions website at [www.prescriptionchampions.com](http://www.prescriptionchampions.com).

### Questions?

If you have questions, please contact us. This program is easy to use... even if you are not an experienced life agent. It has shown to help increase agent income. Thank you for your interest and your business.

**Company Name - Phone - Website - Email**