

## LOOKING TO INCREASE YOUR INCOME?

**F**or decades, many agents have quietly made significant income by promoting end of life planning and funding those plans with final expense life insurance.

As the public has become more aware, probably because the baby boomers are soon to be seniors, agents have asked us if we could provide sales and product training targeted to this fast-growing marketplace... and the answer is "Yes, we can!" This training is **FREE** to you and, when completed, you will have the information and tools you need to successfully increase your income.

### **Why Offer Final Expense / Easy Issue Products?**

One reason is that this concept addresses the needs of a large percentage of your clients. Their age and their financial status do not matter. There are an estimated 13 million households that are potential clients for end of life planning. This is often daytime activity. These sales easily lead to referrals. Issue and commissions are promptly processed. There is even true guaranteed issue for those cases not otherwise eligible for the simplified issue, non-medical final expense coverage.

### **New Training Program**

The end of life training program lasts six weeks. It is short, clear and effective. It is understandable and provides a step-by-step sales track. It will give you fresh ideas and that will, in turn, increase selling opportunities.

Surveys say the average agent selling Final Expense or other Easy Issue products, such as Guaranteed Issue, earn higher income than more traditional agents. First, this is a cross-selling opportunity that can open the door to Annuities, Medicare Supplement and LTC sales. Second, it cements the good relationships that the agent has with existing clients as well as attracting new clients.

### **Is It Complicated?**

No. Before we developed Final Expense Champions, we test marketed the concept with a few agents. One agent was introduced to the concept and the very same day made his first sale to a 74 year-old male. The premium was \$3,400 and the case was issued and paid in a week. He later had a 45 year-old male who was deemed uninsurable, but sold him \$15,000 of coverage.

### **How Do I Get Started?**

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

Next, register for the exclusive live webinars are held weekly on Tuesdays at 11:00 a.m. Eastern. Webinars last no longer than an hour and you must register in advance. These webinars are LIVE, so please mark your calendar.

### **An Additional Benefit**

The sister company of Final Expense Champions is **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. This has been well received and its use is only limited by imagination.

For additional info on this program visit the Prescription Champions website at [www.prescriptionchampions.com](http://www.prescriptionchampions.com).

If you have questions, please contact us. We feel that training can increase sales. Thank you for your interest and your business.