

Tracking toward more life insurance sales

Everyone has something to protect. That's why it's so important to connect people to life insurance that secures what matters most to them. Plus, it's easy to add life insurance to the conversations you're already having with customers.

Use these examples to guide your discussion and overcome objections. Then, keep track of the customers you talked to each week in the chart on the next page.

Transitioning the conversation to life insurance:

Earlier in our conversation, you mentioned you have *[insert a life expense, examples below]*:



a mortgage

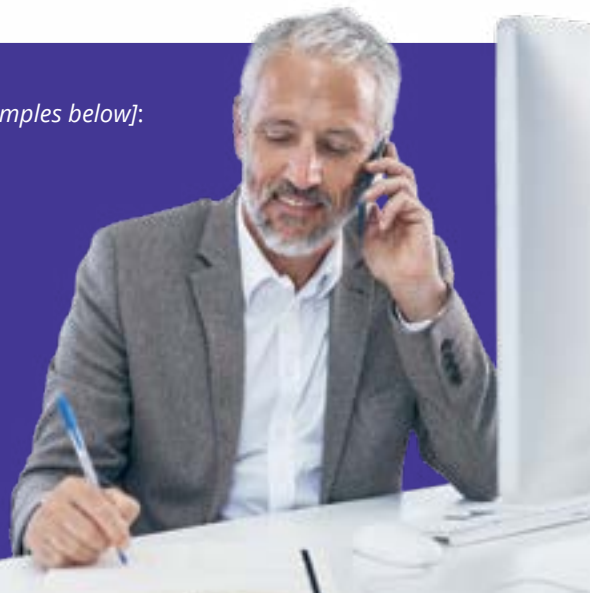


financed vehicles



children you want to send to college

It's important that these and other living expenses are covered by your life insurance policy — and sometimes what an employer provides isn't enough. Based on what you've shared with me, I'd recommend about *[insert appropriate amount of coverage]* in life insurance coverage for your family. This could cost as little as *[insert quote]*. Do you mind if I ask you a few quick questions so I can provide a more accurate quote?



Overcoming common objections:

"I already have it through work."

Work coverage is normally 1-2 times your salary. If something were to happen tomorrow – how long would it take for your family to feel the financial impact of a loss? We recommend anyone who has a mortgage and/or children to own a life insurance policy outside of work.

"Let me think about it."

Our policies include a free look period, which gives you 30 days to "test drive" the policy. During this time, you can make important changes to your policy, or even cancel if you decide it isn't a good fit for you.

Customer Contact [01-09-23 thru 01-11-23]

	Customer name	Product	Face amount	Price	Notes
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					



For questions or additional help with sales ideas, please contact your Protective representative or the sales desk.

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Not Insured By Any Federal Government Agency		May Lose Value