

PROSPECTING WITH A PURPOSE

Identify qualified prospects who may need life insurance.

Identifying the financial objectives and concerns of your prospects is a valuable part of the process and makes prospecting easier. At UMS, we want to help you by providing this guide to finding new prospects as well as those in your existing book of business who may need life insurance. When you determine there is a need for life insurance, the ideas below may help.

LIFE EVENTS

Any of these events may make someone a suitable prospect for life insurance in general:

- Marriage
- Home purchase
- New baby
- New job
- Child with special needs
- Existing coverage in need of review

FINANCIAL CONCERNS

For each financial concern listed, you can write your ideas or notes for your target audience.

SUPPLEMENTAL RETIREMENT INCOME¹

AUDIENCE

- Ages 35-55
- H.E.N.R.Y.—High earner, not rich yet
- May have maxed out their qualified plan contributions
- Have discretionary income
- Disqualified from contributing to a Roth IRA because of their income
- Seeking additional flexibility and tax advantages for the future

PROSPECTING IDEAS

¹ Available through policy loans or withdrawals from any available cash value accumulation. Product and feature availability may vary by state and broker/dealer.

SUPPLEMENTAL COLLEGE FUNDING¹

AUDIENCE

- Has a young family and is concerned about future college costs
- Has sufficient time to accumulate
- May be contributing to a college savings vehicle but looking for additional ways to supplement their savings
- Seeking additional flexibility and tax advantages for the future

PROSPECTING IDEAS

IDLE ASSETS

AUDIENCE

- Prospects in transition to retirement (5-10 years prior)
- May have a lump sum sitting in a CD or savings account that isn't needed to maintain their current lifestyle
- Lump sum may be intended to be passed on to beneficiaries or charitable organization
- Looking for protection, accumulation potential, and efficient transfer for beneficiaries

PROSPECTING IDEAS

1 Available through policy loans or withdrawals from any available cash value accumulation. Product and feature availability may vary by state and broker/dealer.



SMALL BUSINESS OWNERS

AUDIENCE

- May wish to transfer the business to another family member—but wants to equalize the estate among all beneficiaries
- Potential buy-sell agreement (if multiple business owners)
- May need/want supplemental retirement income
- May wish to protect the business from the loss of a key employee

PROSPECTING IDEAS

BUSINESS PLANNING (Non-owners)

AUDIENCE

- Business looking to retain and reward key employees
- Looking to provide a benefit such as executive bonus or restricted executive bonus, nonqualified deferred compensation, or key person insurance

PROSPECTING IDEAS

EFFICIENT WEALTH TRANSFER

AUDIENCE

- Has significant assets
- Wants to leave legacy for children or grandchildren
- Looking for efficient transfer for beneficiaries
- May be involved with a charity and interested in passing money to the charitable organization

PROSPECTING IDEAS

YEAR END GOALS & DEADLINES

Studies show that when you put your goals on paper and assign a deadline to achieve the goal, you are more likely to follow through. Make sure to set SMART goals for year-end.

S—SPECIFIC

M—MEASUREABLE

A—ACTIONABLE

R—RELEVANT

T—TIME-BOUND

GOALS:

ACHIEVEMENT DATE:

NEED HELP DEFINING YOUR MARKET OR WITH SALES IDEAS?

Contact the Life Team at Underwriters Marketing Service: 800-524-1774 to run an illustration or discuss your goals.



Always there for you.