

# Welcome to the Partners Advantage Sales System

## Generate Sales, Leads and Referrals

### How to Use the System:

This system provides you with professional presentations that present solutions for your clients. Each presentation targets a specific client market:

- Boomers
- Business Owners
- Retirees

There are several product-focused solutions presented for each audience. These presentations explain the important solutions that insurance products can provide to your clients, thereby opening the door for how you can specifically help them address their concerns.

You can use these presentations on your computer during a one-on-one meeting with a client or prospect; or project them on a screen for a large audience presentation.

### Included in the System:

**Boomer Presentation 1** (Fixed Indexed Annuities)

**Boomer Presentation 2** (Fixed Indexed Universal Life Insurance)

**Retiree Presentation** (Fixed Indexed Annuities)

**Business Owner Presentation** (Key Employee Insurance and Buy-Sell Agreements)

**Annuity Basics 101 Presentation**

**Reducing Taxes on Social Security Benefits Presentation**

### Sales Support Materials:

#### Client Prospect Letters

- Annual Review Letter
- Client Appreciation Event Letter
- Business Owner Letter

Take a look inside and see all there is to grow your business.

**888-251-5525**

**[www.partnersadvantage.com](http://www.partnersadvantage.com)**



Experience the Advantage.

**Life • Annuity • LTC • DI**

# Contents of the Partners Advantage Sales System CDs

## Contents of Client Presentation CD:

Professional presentations ready for you to share with clients and prospects...

**Boomers Planning for the Future** – preparing for retirement with the safety of annuities

**Insurance for Boomers** – the benefits to Fixed Index Universal Life Insurance

**What Annuities can do for Retirees** – safeguarding your retirement assets with annuities

**Business Owners Planning for the Future** – safeguarding your business and family with key employee insurance and buy/sell agreements funded by life insurance

**Sales Presentations** (PowerPoint and PDF)

- o Annuity Basics 101
- o Reducing Taxes on Social Security Benefits



## Contents of Partners Advantage CD:

- **Experience the Advantage** – Watch this brief presentation to learn more about the benefits of working with Partners Advantage
- **Sales Support Materials** (Word and PDF) – letters to send to clients and prospects
  - o Annual Review Letter
  - o Business Owner Letter
  - o Tips for developing a Client Appreciation Event and Sample Invite Letter



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