



# LIFECHECK-UP

## Producer Guide

A comprehensive guide  
to meeting your client's  
life insurance needs



**Protective**   
Life Insurance Company  
**100** YEARS OF SERVICE  
*Doing the right thing is smart business.®*

PLBD.3011 (02.08)

Not a Deposit	Not Insured by Any Federal Government Agency	
No Bank Guarantee	Not FDIC Insured	May Lose Value

For Agent or Broker/Dealer Use Only. Do Not Use With Consumers.



## You work hard to meet your clients' financial needs. Are you meeting their life insurance needs?

### Life changes and so do life insurance needs

One of the most important yet often overlooked ingredients in a well rounded financial strategy is life insurance. Yet, it's common for clients with ever-changing lifestyles and financial situations to lack adequate life insurance coverage or have the same, sometimes outdated, coverage through the years.

Just think for a moment. Have any of your clients experienced one or more of the following lifestyle changes?

- *Marriage or Divorce*
- *Childbirth or Adoption*
- *New Job or Career Change*
- *Significant Salary Increase*
- *Home Purchase*
- *Starting or Owning a Business*
- *Nearing Retirement*
- *Financial Support of Elderly Parent(s)*

If you're like many financial professionals, the answer is YES!  
And as life changes, so does an individual's life insurance needs.



## The power of policy reviews

A great way to identify and help satisfy the life insurance needs of consumers is to conduct life insurance policy reviews. Policy reviews, or “check ups” may open the door to building stronger, lasting relationships with current clients, and building new relationships with prospects.

An effective policy review can help you:

- *Identify what, if anything, has changed during the period of time since the client originally purchased the life insurance policy*
- *Examine the client’s coverage and compare it to new plans, benefits and features currently available*
- *Recommend the appropriate coverage to meet the client’s current and potential insurance needs*

Protective Life has created a set of tools to make it easy for you to conduct effective policy reviews with current and prospective clients.

***It’s called Protective’s Life Check-up Kit!***

### Americans want and need help, but often don’t get it

Are you aware that you may have life insurance clients just waiting for you to call? It’s widely known that Americans **NEED** and **WANT** help with their life insurance and financial needs. In fact, a recent consumer study by LIMRA International revealed that:\*

- Nearly 75% of Americans agree that life insurance is the best way to protect against premature death of a primary wage earner.
- About 44% of all U.S. households (48 million) don’t own life insurance and believe they should, or own life insurance and believe they don’t have enough.
- 70% of Americans agree that it would be useful to periodically review the terms, provisions and options of current life insurance policies.

\* All facts are from LIMRA International’s Life Insurance Consumer Studies- 2006



## Welcome to Protective's Life Check-up Kit

Protective's Life Check-up Kit has all the tools you need to add value to your current client relationships and develop new ones through the use of life insurance policy reviews. Just look at what our kit has to offer:

### Steps to Success — Page 4

This section of the Producer Guide gives you step-by-step instructions of what to do to get the maximum benefit out of your Life Check-up Kit.

### Prospecting Form — Page 5

This Producer Guide also contains a Prospecting Form to help you identify potential Life Check-up clients in your current book of business.

### Consumer Prospecting Letter — Page 6

A sample Consumer Prospecting Letter is included in this Producer Guide as a valuable prospecting tool to uncover potential Life Check-up clients.

### Consumer Postcard — Page 7

You can order a supply of post cards, customize them, and send to your selected list of Life Check-up prospects. Our Consumer Post Cards are a great, low-cost way to reach a lot of prospects.

### Conversation Starters — Page 8

Here are some conversation starters that may help get the discussion with your clients about life insurance moving in the right direction.

### Letter to the Insurance Company — Page 9

This letter can be reproduced with your clients' policy information and sent to their insurance company to request additional information.

### Consumer Brochure

Our consumer brochure, which is approved as a consumer take-home piece, gives clients more information about the importance of life insurance, the types of life insurance available, and how they work. One is included in each Life Check-up Kit, but they are also available separately. You'll want to keep a few on hand for all client appointments.

### Table Tents

Protective Life also offers Life Check-up Table Tents for you to display in your office or at client seminars. The table tents invite clients to talk to you about receiving a free life insurance check up.

***We hope you have great success with Protective's Life Check-up Kit. It's a great way to build stronger relationships with your current clients, generate new clients, and potentially increase your life insurance sales.***

## Steps to Success

Helping your clients identify and meet their life insurance needs with Protective's Life Check-up Kit doesn't have to be complicated. All you need to do is follow these simple "Steps to Success."

### 1. Determine appropriate Life Check-up clients.

#### **You may want to consider clients who**

- Own small or large businesses
- Are recently married, divorced, or have additional children (birth or adoption)
- Purchased a new home
- Own group life insurance but have no individual coverage
- Own term insurance and may need to consider permanent insurance
- May be concerned about having enough cash flow during retirement
- Would like to transfer assets to heirs, or have concerns about estate taxes

Use Protective's Life Check-up **Prospecting Form** to help identify appropriate candidates.

### 2. Set appointments with your prospects

- Invite current and/or prospective clients to join you for a free check up of their life insurance
- Ask the clients to bring their life insurance policies or most recent life insurance annual statements
- NOTE: Do not overlook the life insurance needs of business owners

Use Protective's Life Check-up **Prospecting Letter** or **Consumer Post Cards** to prospect for Life Check-up clients.

### 3. Identify your clients' life insurance needs and objectives

- Start by discussing the importance of adequate life insurance coverage with your clients. You can use Protective's Life Check-up **Consumer Brochure** as a conversation tool and a leave behind. You can also review the Life Check-up **Conversation Starters** sheet for ideas on how to get things going.
- Utilize a needs analysis tool to help determine your clients' life insurance needs
- Discuss the types of insurance that may be appropriate for your clients (term, universal life, variable universal life, etc.)
- Discuss your clients' current life insurance coverage and any gaps in coverage

### 4. Discuss recommendations with your clients

- Set a followup meeting, if necessary
- If you need current cash surrender values, cost basis information, or inforce policy illustrations, the client can use the Life Check-up **Insurance Company Letter** prototype to send a letter to the clients' current insurance provider for the information

### 5. Set annual review meetings with your clients to discuss their current life insurance policies and changing financial objectives



## Prospecting Form

The Life Check-up Kit prospecting form is a great way to identify potential policy review clients in your current book of business.

Rep Name: \_\_\_\_\_ Rep Phone: \_\_\_\_\_

A life insurance review may be appropriate for clients who have:

- A small or large business
- Recently married or divorced
- Purchased a new home
- Given birth or adopted a child
- Single or dual income households
- Received a significant salary increase
- Group life insurance coverage but have no individual coverage
- Term insurance and may need to consider permanent insurance
- Concerns about having enough cash flow during retirement
- The need to transfer assets to heirs
- Estate tax concerns

## Prospects

Client Name	Married or Single	No. of Children	Amount of Current Coverage	Life Insurance Objectives
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____

The tax treatment of life insurance is subject to change. Neither Protective Life nor its representatives offer legal or tax advice. Clients should consult their legal or tax advisor regarding their individual situation before making any tax related decisions.



## Consumer Prospecting Letter

You can use this letter as a prospecting tool to help uncover potential Life Check-up clients. Simply reproduce the text on your letterhead and do your own direct mail campaign. If you would like an electronic version of the text in this document, contact your Protective Life distributor.

Dear [Valued Client]:

Chances are you make it a priority to visit your family doctor, dentist and other health care professionals to keep your family happy and healthy. Unfortunately, many people forget the importance of our financial health. It warrants the same sort of periodic evaluation.

As your situation and circumstances change, so do your life insurance needs. By completing a Life Insurance Check Up, I can help you make sure your current life insurance coverage meets your current financial needs, and provides you the features and benefits appropriate to your situation and long-term plans.

Your Life Insurance Check Up may reveal that your policy has not performed as expected, does not provide appropriate coverage for your current needs, or it may reveal that your coverage is sufficient. The key is taking a moment to review your policy with a licensed professional to help determine your "life insurance health."

You may have the necessary information needed to conduct a Life Check Up. If not, in order to facilitate a review, I have enclosed a sample letter, which requires your policy number(s) and the name and address of your current insurer(s). Please give me a call with your policy information and I will prepare and send you the letter for your signature along with a stamped envelope for mailing it to your insurance company(s).

To schedule your Life Check Up and begin planning for your financial health, contact me today!

Sincerely,

[Financial Professional]

[Firm Name]



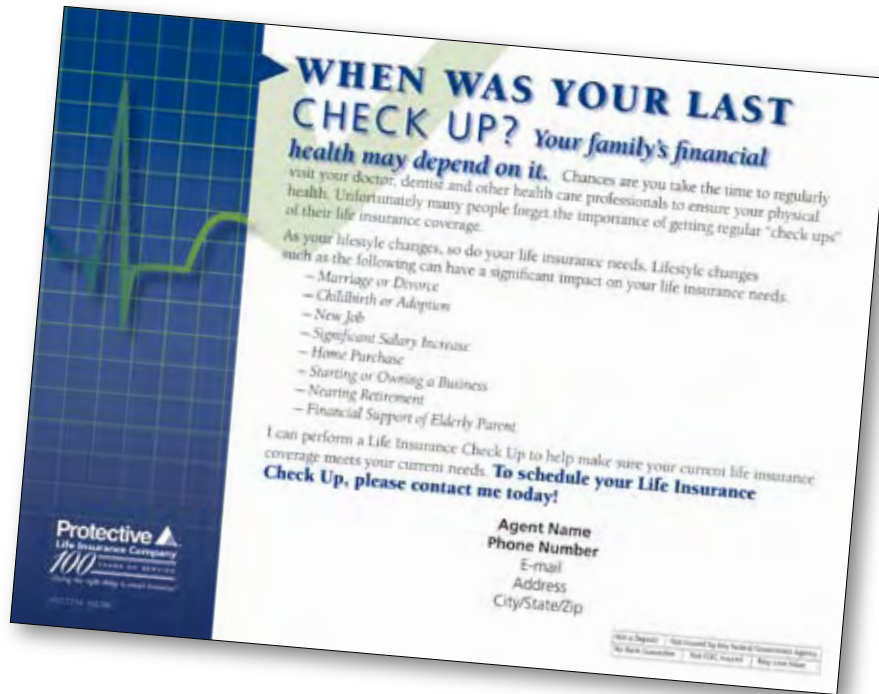
PLC.1209 (03.08)

All guarantees are subject to the claims paying ability of the issuing life insurance company.  
Life insurance issued by Protective Life Insurance Company (PLICO).

## Consumer Post Card

You can order a supply of post cards, customize them, and send to your selected list of Life Check-up prospects. Our Consumer Post Cards are a great, low-cost way to reach a lot of prospects.

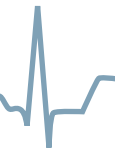
### Front



### Back







## Conversation Starters

Do you sometimes feel a bit uneasy talking to your clients about life insurance and whether they have adequate coverage? Here are some conversation starters that may help get the discussion moving in the right direction.

**ADVISOR:** Jim, what have you done to help [wife] send the kids to college if something were to happen to you?

Let's arrange a time to review your survivor needs and whether you've done enough.

**ADVISOR:** I know you took the important step of purchasing life insurance on yourself a number of years back. How has your [lifestyle, work, business, family situation] changed since then?

When you reviewed your life insurance coverage after the change(s), what did you determine?

**ADVISOR:** You've done a great job purchasing life insurance to protect [spouse] in the event something happens to you.

What has your family done to protect you if something were to happen to [spouse]?

**ADVISOR:** Kathy, you've probably secured enough homeowner's insurance coverage to replace your home, correct? And probably enough car insurance to replace your car, right?

Of course, no amount of money can replace your life, but what about replacing your income for the ones you love if something were to happen to you?

**ADVISOR:** If you're like most people, your home is your biggest purchase and longest financial commitment. In fact, how many more years do you have on your mortgage?

If something were to happen to you, how would [spouse] pay off that mortgage AND take care of other expenses such as college funding, debts and day-to-day living expenses?

**ADVISOR:** You've built quite a business for yourself and your family.

What would happen with the business if something were to happen to you?

What if something happened to your business partner?





## Letter to the Insurance Company

DATE: [Enter Date]

TO: Customer Service Unit of Insurance Company

FROM: [Mr. and Mrs. Valued Customer]

SUBJECT: Request for In Force Illustration

Dear Customer Service Unit:

I am reviewing my life insurance coverage. Please send the following information as close to the date of this letter as possible:

- Cash surrender value
- Death benefit
- Cost basis information

Additionally, please send an in force illustration for my policy number

\_\_\_\_\_  
*Policy Form Number*

In preparing this information, please assume current interest rates and current mortality/expense rates in the future, and assume current premium payments for the life of the policy.

Please fax the requested information to my Financial Representative, [Name], [Title] with [FIRM NAME]. That fax number is [123-456-7890]. Your timely response will be most appreciated.

\_\_\_\_\_  
*Mr. Valued Client*

\_\_\_\_\_  
*Mrs. Valued Client*

\_\_\_\_\_  
*Owner, Other Than Insured(s)*



Not a Deposit	Not Insured by Any Federal Government Agency	
No Bank Guarantee	Not FDIC Insured	May Lose Value