

Help Your Clients Leave a Legacy Using Life Insurance



Three Tips to Help You Generate Legacy-Building Sales



Help make legacy building a winning strategy for you:

1. Recognize the client: Clients for this concept seek death benefit protection, are comfortable with their retirement assets, and want to give assets to loved ones.
2. Know the product: Look for a death benefit guarantee product.¹ The death benefit guarantee ensures that the benefit will be available.
3. Understand the goal: Help your clients purchase the largest death benefit that an asset transfer can provide, which fits their needs.

North American has a full set of materials available to help you with your legacy building sales. Start now and help your clients meet their financial protection goals.

Find a new sales growth opportunity today with legacy building. For help with case design contact **Financial Independence Group** at **(800) 527-1155** or email info@figmarketing.com.



We're Here for Life®

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1. Subject to premium payment requirements.