



**Racking your Brain for
Good Sales Ideas?
Tired of Prospecting for
New Clients?
Here's an Idea: Use the
Old Ones...**

The Term Life Conversion (cont)

Frank J. Petraglia & Associates would like to remind you of one the easiest, and most powerful sales concepts in the life industry: The Term Life Conversion. That's correct, something as simple as a term life conversion can be a terrific "buoy" in a down sales cycle. Consider this:

- ✓ Virtually EVERY Term Life Product has a Conversion privilege
- ✓ **All permanent sales that result from a term life conversion PAY FULL, NEW BUSINESS SALES, COMMISSIONS**
- ✓ No prospecting necessary, simply call up all of your past term clients and tell them it is time for their "insurance review"
- ✓ Universal life sales yield much higher premiums than term sales-again, better commissions
- ✓ If your term clients' health has changed, the term conversion may be their only opportunity to maintain coverage into their senior years
- ✓ **All permanent sales that result from a term life conversion PAY FULL COMMISSIONS**

Just to refresh: The term life conversion is period of time (these days it is generally the full duration of the guaranteed term period up to a maximum age which is usually 70) of which the insured can exchange their term policy for a Universal Life plan, **WITHOUT EVIDENCE OF INSURABILITY**. Let's say that again: **WITHOUT EVIDENCE OF INSURABILITY**. This is the key benefit of the term life conversion.

Do have previous term clients who have been onset with serious ailments or whose health has declined? Call them TODAY, because they are the ideal candidates. How about those that just don't like being "poked and prodded". Call them too cause they are also excellent candidates. Maybe you have clients who have paid off their mortgages and the kids have left the nest? These folks no longer need the full amount of coverage in their term plans and probably are considering letting them lapse. Don't let them before you show them a term conversion illustration. That's right; another key feature of the term life conversion is that YOU DO NOT HAVE TO CONVERT THE FULL FACT AMOUNT. Now you can call up your "empty nester" clients and talk to them about converting \$100,000 of that \$500,000 term policy **WITHOUT HAVING TO GO THROUGH UNDERWRITING**.

Why wait? Pull your old files, and call Frank J. Petraglia & Associates today and let us run some conversion illustrations for your clients. If you don't show this option to your past term clients, someone else surely will since you don't have to be the original agent on a case to apply for a conversion.