Business Solutions

Receased

Protect a Business from Financial Loss



A life insurance policy can help to keep the business financially strong while the business recovers from the loss of a key employee.

Agent Profile

Financial professional who works with business owners or may have a relationship with Certified Public Accountants (CPAs).



Business owner, executive, manager, director, or top salesperson with specialized knowledge or relationships and high compensation.

Product Options

- ▼ ADDvantage Term or Custom Guarantee UL - low-cost death benefit protection
- ▼ Rapid Builder IUL death benefit protection plus early cash value potential
- ▼ Builder IUL death benefit protection with long-term cash value accumulation potential

Key Selling Points

- ▼ Protect the business from financial loss at the loss of a key employee.
- ▼ Term or GUL products provide a death benefit-only solution.
- ▼ IULs can provide for additional lifetime benefits: an exit strategy or a source of liquid funds.

Illustration Design Tips

- ▼ Remember this concept is designed to benefit the business, not the key person. The company is the owner and beneficiary of the policy.
- ▼ Focus on the financial loss to the business: loss of managerial skill and experience, decrease in sales, adverse impact on production, restrictions on company credit, expense of recruiting and training a replacement.
- ▼ An employer-owned life insurance policy form will be required.



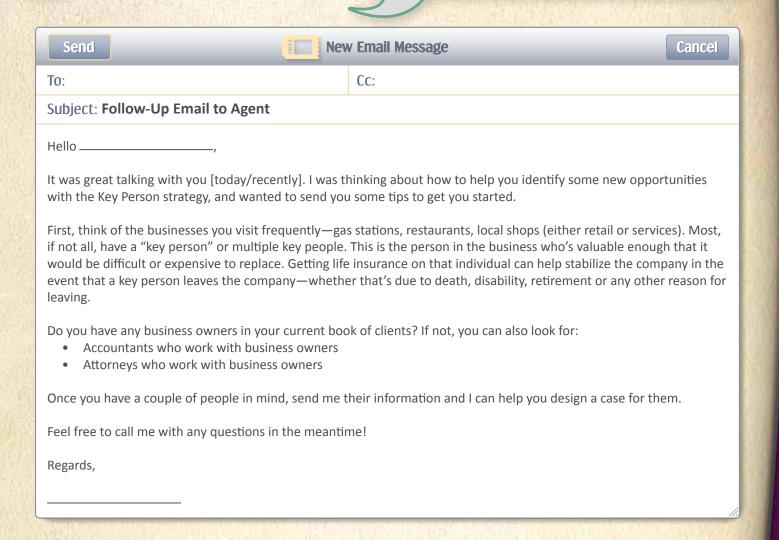
Right Words

"All too often a business fails to recognize and quantify what the loss of a key employee would mean to the future profitability and viability of a business. Recognizing and addressing this need is an important part in sound business risk planning."



Right Questions

- ▼ "Would your business suffer financially if you lost a key employee?"
- ▼ "Which employees would be difficult or even impossible to replace?"
- ▼ "If you lost your top salesperson tomorrow, how would that impact your business for the remainder of the year?"
- ▼ "Did you know that you can insure that risk for pennies on the dollar?"



Go to http://nalife.northamericancompany.com/NA-KeyPerson to download the complete sales concept kit!