Midland National® Life Insurance Company

# Key person
## Opportunity tracker

**Name:** _____  **Agent code:** _____

**Email:** _____

Most companies have a person(s) whose skills are vital to the success of the business. A key person may be an owner, partner, or employee without whom your business would suffer serious consequences.

## Key person life insurance could help ensure that all the effort and money invested in a business won't disappear when the unexpected happens.

Do you have clients who could benefit from the life insurance death benefit or cash value potential to:

- Offset the loss of profits due to the death of a key employee.
- Recruit and train a qualified replacement.
- Protect the company's credit position by reassuring banks and other creditors that the company will have the resources to honor its obligations, even if it loses a key employee.
- Provide a financial hedge against a loss in business value.

## Help ensure continued success of a business by planning for the unexpected.

**List the names of five business clients who fit the profile.**

| | | |
|---|---|---|
| **Client name:** _____ | **Age:** _____ **Gender:** ____ **Tobacco:**Y/N ____ **State:** ____ | |
| **Premium amount:** _____ | **Retirement age:** _____ | |

| | | |
|---|---|---|
| **Client name:** _____ | **Age:** _____ **Gender:** ____ **Tobacco:**Y/N ____ **State:** ____ | |
| **Premium amount:** _____ | **Retirement age:** _____ | |

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|---|---|---|
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