

Term VS Permanent Life Insurance

Opportunity tracker

Pick three worksheet

Use this worksheet to pick three clients that might benefit from this sales idea.

There are two main types of life insurance on the market today – term and permanent life insurance. Term coverage is one of the most recognizable types of insurance. It provides short-term coverage at an affordable price. It also gives the flexibility of varying policy lengths and provides a death benefit if your client dies during the coverage period. Although there may be a need for term life insurance, increases in life expectancy provide a good chance your clients could outlive their term policy.

In addition to providing a death benefit that never lapses as long as premiums are paid, permanent life insurance can build cash value your clients could borrow against or use later and can provide tax advantages and help with estate planning. Depending on your client's financial goals, it may be a better option.

Client profile

- Ages 35 to 65
- Middle to high income
- Concerned about family's financial needs if death occurs during working years
- Concerned about outliving term insurance coverage
- Looking to enhance financial protection in retirement years

...then they may be a good fit for this sales idea.

Please list the names of three clients who fit the above descriptions and whom you would like to help meet their life insurance and financial goals.

First Name, Last Initial	Age
1. _____	_____
2. _____	_____
3. _____	_____
_____	_____
Agent Name	Date

As independent contractors, it is up to you to choose which of these ideas/concepts may work for your particular sales strategy and clients, and which do not. Please note that Midland National does not require you to use any of these sales ideas/concepts; they are resources that can be used at your discretion for your own individualized sales presentations.

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