



## MORNING SESSION TOPICS

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### **Why IUL Now?**

The evolution of retirement planning and advising

### **Today's Top Sales Story**

Addressing the pains of taxes, market risk, and changing needs

### **The New Holistic Approach**

Evaluating tax, income and risk for savers of all ages

### **Maximizing Client Value**

Structuring IUL in today's product environment

## AFTERNOON SESSION TOPICS

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### **Prospecting & Marketing**

Attracting new clients and increasing wallet share

### **Uncovering & Converting Opportunity**

Creating a successful client meeting process

### **Overcoming Objections**

Answers to the most common questions

### **Strategies in Action**

Transforming your practice with IUL

### **Creating Tomorrow's Success**

Translating today's learning into tomorrow's business growth



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