

NORTH AMERICAN WEBINAR PRESENTATIONS

Your Catalyst for Sales Growth.

Practical presentations
to help you sell



North American Company
for Life and Health Insurance
Since 1886

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SOLICITATION PURPOSES.**

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What Attendees Are Saying

“When considering solutions and presentations for clients, most agents repeat what is already familiar to them. The sales concepts, product, and technology Webinars by North American have proven effective in helping our agents quickly gain ‘fresh familiarity’ with new solutions and methods. Agents who use what they learn in the Webinars find more opportunities to satisfy client needs along with an increase in sales. We are grateful to North American for providing this resource.”

Brian Ballard,
Product Solutions Manager,
Cure Financial

“LifePro provides four training Webinars every week and we strive hard to make sure they are of value to our producers and not just a ‘product dump.’ The team at North American has partnered with us to help do exactly that. They do an amazing job and the concepts they teach have not only brought an added degree of quality to our offering, but have increased our producers premium 10 fold!”

Ben Nevejans,
Vice President of Brokerage,
LifePro Financial Services, Inc.

Courses Designed to Help You Increase Sales

Your time is valuable. You seek information that is thorough yet quickly delivered. Most of all, you want practical ideas that can help you increase sales immediately. Welcome to North American's Webinar process.

Our Webinar process is not about information delivery. Instead, we focus on the selling process and putting action steps in place to help you learn the concept, identify clients, and make the sale. Schedule a North American Webinar today and benefit from:

Sales Concepts

You'll gain sales ideas and discover new opportunities to help build your business.

Real World Application

Each Webinar is carefully prepared and designed to help you quickly learn the material while constantly challenging you to apply the concept to your own sales opportunities.

Hands-on Learning

You'll be encouraged to bring along your cases so you can apply the concept immediately.

Our Webinar selection is updated periodically, so please contact Sales Support for new additions or to suggest a presentation.



North American Webinar Courses

SALES CONCEPT WEBINARS

Annuity Maximization

Discover how the annuity maximization sales concept works, how to identify clients, and how you can help make this concept a revenue generator for your business.

Builder IUL[®] with Sales Ideas

North American's Builder IUL is one of the most competitive indexed universal life insurance products in the industry. Discover key features and great sales concepts.

Estate Planning Tips

Life insurance may help in several estate planning situations. Learn key tips, techniques, and discover what you need to know about estate planning and how life insurance may be used to help your clients meet future financial goals.

Estate Planning with Survivorship GIUL

The primary goal of survivor life insurance is to help with estate planning. Learn about the key aspects of estate planning and how Survivorship GIUL indexed universal life insurance can help meet your client's needs.

Growing Life Sales for the Annuity Producer

For producers doing mostly annuity business, this presentation will help you learn more about how life insurance can help maximize your current sales and grow future sales.

Legacy Building

Learn how life insurance can help clients leave a legacy for their loved ones. Discover how this concept works and how to identify potential clients.

Pension Maximization

If you have clients with future pension plan decisions, find out how you can help them achieve a brighter financial future.

Policy Review

Imagine your clients delight when you help them with a life insurance policy that is no longer meeting expectations. Gain the know-how to help make your policy reviews successful.

Retirement Supplement

Learn about one of the most popular sales concepts in the industry. Get tips, techniques, and practical information to help you put this concept to use immediately.

Strong on Guarantees

Having the right guarantee can help you make the sale—whether it's a premium, interest rate, or a death benefit guarantee (subject to premium payment requirements). Learn how North American's product portfolio can meet your clients' needs.

North American Webinar Courses

PRODUCT WEBINARS

A Place to Call Home

Those new to North American will learn about our product portfolio, the advantages of private ownership and a conservative investment approach, and how you can position these benefits to help accelerate your sales.

Product Features and Hot Spots

Delve into North American's product portfolio and discover each products' strengths, target markets, and sales concepts.

Product Overview

From term life to indexed universal life insurance, you'll gain the foundation to make North American's portfolio work for you.

Understanding Indexed Universal Life Insurance

Unsure of how indexed universal life (IUL) works? Now is the time to discover the inner workings and most importantly, how to be confident explaining the benefits of IUL to your clients.

TECHNOLOGY WEBINARS

Insmark Software

Create attractive and professional presentations to help you close the sale. Insmark comes FREE with North American's illustration software.

Software

Find out how to quickly and effectively run your desired illustrations on North American Company Illustration Software, NACIS. Ideal for those new to North American.

Website

Gain access to the tools, forms, information, and resources you need around the clock with North American's agent site, the Producer's InfoNet® at www.producersinfonet.com.

What Attendees Are Saying

"It's refreshing to work with a company that is committed to assisting our agents' sales by providing Webinars and marketing assistance designed toward sales ideas and tactics, not just product knowledge."

Steve Clemens,
Vice President of Life Marketing,
URL Financial Group

"My agents loved it! No travel, small time commitment and very interactive. Plus, the presenter was very professional with great product knowledge. It is a winning formula to our agents' education and marketing needs."

Charles Shanlian,
Owner, Insurance Associates



COMMITTED TO HELPING YOU SUCCEED

Whether you're seeking to keep skills current, pick up the newest sales ideas or to just re-familiarize yourself with North American, we have a Webinar for you.

For information, please contact **North American's Sales Support** at **(800) 800-3656**, ext. **10411**.
Visit us online at **www.producersinfonet.com**.



We're Here for Life®

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Indexed universal life products are not an investment in the "market" or in the applicable index and are subject to all policy fees and charges normally associated with most universal life insurance.

Builder IUL is issued on policy form series LS161A, and Survivorship GIUL is issued on policy form series LS171 by North American Company for Life and Health Insurance, Executive Office, Chicago, IL 60607. Products, features, issue ages, riders, or endorsements may not be available in all jurisdictions. Limitations or restrictions may apply.

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