



If you want to sell more annuities, stop selling annuities!

If you're out in the field selling annuities, my guess is that you're not doing so well because annuities can be a tough sell. Use our sales method to consistently make more sales.

The average annuity premium is around \$62,000, whereas many 401K rollovers are in excess of \$250,000... that's a big chunk of one's assets in a single swoop! Plus, most consumers don't know much about annuities and are reluctant to be "sold" something they don't fully understand. Which means they are a lot more cautious about purchasing an annuity.

So if you want to start placing more annuity business you have to stop selling and start educating consumers about the benefits of annuities. As agents, we often work with prospects that don't know very much about annuities and the valuable benefits they provide. It's our job to educate them and show them that annuities would be a good place for a portion of their money.

Do your prospects need to become annuity experts before they give you the go ahead to take the application? Of course not. Too much data, or too complicated information, can prevent a prospect from moving forward with purchasing an annuity. You don't need to tell the prospect everything you know about annuities. The goal should be to increase your client's knowledge of annuities just enough to understand the annuity you are trying to sell them.

Provide the basic facts presented in a simple and easy to understand fashion. By keeping your annuity presentations simple and educational you will show your clients how annuities can benefit them, and make more sales!

Give us a call to start the conversation about simple ways to educate prospects on the basic concepts of annuities, and how they can be used as part of their overall portfolio. We have helped hundreds of agents jump start their annuity sales and we can help you, too!

Visit our website at www.urlinsgroup.com/aries or contact Annuity Solutions at 1-800-926-8875 x4 to see how you can start saving time and making money today!

