

HOW TO RE-ENERGIZE YOUR SALES WITH ANNUITIES

Looking to give your production a boost? Cross-selling annuities to existing clients helps you maximize your book of business.

Simply **RECHARGE** your sales strategy to generate more income and supply safe retirement solutions.

REVIEW CLIENT PROFILES FOR OPPORTUNITIES

Look for people who fit the profile of an ideal annuity client. Almost half of individual annuity owners purchased their first one between ages 50 and 64. Four out of five have overall household incomes under \$100,000 per year.¹

EVALUATE THEIR LIKELINESS TO BUY

Use what you already know to determine who would be interested in purchasing an annuity.

What type of spender/saver is the client?

What's their attitude toward you?

CONTACT TOP PROSPECTS FOR AN ANNUAL REVIEW

Reach out to potential annuity prospects via phone, email, or a letter to ask if they'd like to meet to review their current insurance and/or retirement plans.

HELP YOURSELF TO A GOOD FACT FINDER SHEET

Prefill a copy of the fact finder for the client before your appointment.

Upon meeting, complete the sheet by asking the client questions and actively listening to their responses.

ASSESS THE CLIENT'S FINANCIAL SITUATION AND GOALS

Review the facts. If your client can afford and benefit from an annuity, explain that you can set them up with a product that offers them guaranteed income in their golden years.

REVEAL THE BENEFITS OF ANNUITIES

About half of non-retired Americans are totally unfamiliar with annuities.² Let the client know that annuities offer tax benefits and higher growth potential than other conventional investments and have no annual contribution limits.

National average interest rates for CDs with a term length of 5 years or less range from 0.07% to 0.92%.³ Fixed annuities can offer interest rates from 4% to 10%.

GIVE THE CLIENT PERSONALIZED ILLUSTRATIONS AND RECOMMENDATIONS

Show them the numbers for their projected growth potential. Remember to comply with the fiduciary rule and only suggest actions and products based on the client's best interest.

EARN YOUR FAIR SHARE OF COMMISSION

Be transparent about all fees, benefits, expenses, commissions, and conflicts of interest. Also, have your client sign the necessary attestation and disclosure agreement forms before sealing the deal.

To get a free one-page fact finder and discover all the ways Ritter can empower you to sell more, **call 800-769-1847!**

Sources:

¹2013 Survey of Owners of Individual Annuity Contracts. Conducted by The Gallop Organization and Mathew Greenwald & Associates for The Committee of Annuity Insurers, 2013.

²TIAA 2017 Lifetime Income Survey executive summary. TIAA-CREF, 2017.

³Weekly National Rates and Rate Caps. Federal Deposit Insurance Corporation, 22 Jan. 2018.

