Life Insurance conversation starters

Having conversations with clients about life insurance can be difficult, complicated, or even awkward. The complete Life Insurance Conversation Starters Presentation is broken up into seven mini-presentations below that will help you open and close these important conversations, while communicating the key advantages of life insurance along the way.

Take advantage of these powerful tools today and get your conversations started!

1. **Financial Offense vs. Financial Defense**
   Highlights how to explain the two critical roles you play in helping clients plan their financial future.
2. **"I talk with a lot of people"**
   Provides key points on how to open a life insurance conversation.
3. **You can look down and see**
   Focuses on how to ask clients two thought-provoking questions about their future.
4. **Are you ever going to spend it?**
   Explains how to ask clients to think about what they are going to do with accumulated retirement savings.
5. **"I'd like to think about it"**
   Helps close the conversation after a client utters this common phrase.
6. **Pain and pleasure**
   Explains how decisions are rooted in a choice between pain and pleasure, and how to use this knowledge in your client conversations.
7. **The Butterfly Chart**
   Illustrates some of the risk clients face before and during retirement.

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