

## RECRUITING

### Campaign in a Box eNewsletter Stories - IUL Basics

Choose the story you want to use, then copy the content and paste into your own eNewsletter. We recommend hyperlinking the bolded word(s) with the URL provided, or use it with a button graphic of your choice.

Note, that you can also use the same content to send as a rich text email, if you prefer.

## Client Education Materials

### Let “max” take the wheel

Drive sales with the "Life To The Max" consumer-approved **interactive sales tool**. It's easy to access - no user ID or PW required. Plan your clients' road to retirement and beyond.

<http://www-196.aig.com/qollifetothemax/>

### Hit the road

Use the **Road to Retirement** video with clients and help them understand how IUL is an important destination on their retirement journey.

<https://vimeo.com/172790875>

### What does your client’s road to retirement look like?

What about a route that includes life insurance? Watch this **video** and share with clients to learn more about how IUL can play an important role.

<https://vimeo.com/172790875>

## Agent Education Materials

### The case for cash value life insurance

This scripted presentation provides valuable market education on why life insurance can be used for cash value accumulation – an **important strategy for tax diversification**.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC112487>

## Understanding IUL policy loans

Learn about the advances of IUL policy loans versus withdrawals as well as the many **benefits and differences** of participating, preferred and standard loans. Download the scripted presentation.

<http://www.brainshark.com/presentation/Loans>

## Match.com account optional

Match your client's specific needs to their product with the variety of interest crediting accounts available on the Max Accumulator+ IUL - cupid not required. Trust the "Life To The Max" **online sales tool** to help find their perfect match.

<http://www-196.aig.com/qollifetothemax/>

## Product Training

### IUL with cash value enhancement

QoL Max Accumulator+ incorporates a unique combination of cash value enhancement features and riders, including a non-medical underwriting option. Learn more via the **scripted presentation**.

<https://live.cloud.api.aig.com/life/connext-fdm/download/100AicF6FGkgO9MMYvefTIwGZAJ8dgxdV3z6419j5sxC-HEVLRkzbz1AKnWswZYVnSfINw6czYPooAN5zQ2n-leoyig>

### Money talks

AIG's cash accumulation IUL puts the money where your... client can reach it for tax-free income potential. Learn more about AIG's cash value accumulation IUL: QoL Max Accumulator+ via the **scripted presentation**.

[https://live.cloud.api.aig.com/life/connext-fdm/download/100AicF6FGkgO9MMYvefTIwGZIXNo-2eZ8zMCasGs8v6okTWZCEL22B38Kpw1TZudkpRuymSr3rd\\_DWuHPI8Ts6jiw](https://live.cloud.api.aig.com/life/connext-fdm/download/100AicF6FGkgO9MMYvefTIwGZIXNo-2eZ8zMCasGs8v6okTWZCEL22B38Kpw1TZudkpRuymSr3rd_DWuHPI8Ts6jiw)

## Increase death benefit amount at no extra cost

QoL Value+ Protector includes unique provisions for accessing excess cash value in the policy without reducing the initial death benefit. These options can increase the coverage for beneficiaries at no extra cost. Check out the **scripted presentation**.

<https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTIwGZC9EOCOcJw4-JNu6lCuc1oi9Q6SV9FQiG6vUhl3YPwbn-7l4FFett5lltYPYSOhcYg>

## Direct-to-client IUL sales device

Use our sleek **Life To The Max** web tool – no downloading required – and clinch that IUL sale today. For use exclusively with our QoL Max Accumulator+.

<http://www-196.aig.com/qollifetothemax/>

## Unleashing the power of IUL

Dive into the cash accumulation advantages of IUL. By the end, you may be thinking twice about the power of life insurance in ways you may not have considered before. Check out this **scripted presentation**.

[https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTIwGZF1\\_tlnloPK9nKkbMgmpeM3bN6Ty5PM2K1WrgNr-AndLvOF1OaapkIrLFyP-vHR7qA](https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTIwGZF1_tlnloPK9nKkbMgmpeM3bN6Ty5PM2K1WrgNr-AndLvOF1OaapkIrLFyP-vHR7qA)

## Illustrations and Bonus Multipliers

### Stress testing... not just for annual exams

Stress testing illustration results can be eye opening for even the most experienced of agents and case managers! This **scripted training presentation** easily demonstrates the value of stress testing illustrations across multiple IUL products.

[https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTIwGZLuMmDKLCOwEN\\_EIEnNPhH5bY87JiruWZes5A7ifWoB4AXvSxVKU3cURp91Z4ByFQ](https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTIwGZLuMmDKLCOwEN_EIEnNPhH5bY87JiruWZes5A7ifWoB4AXvSxVKU3cURp91Z4ByFQ)

## 10%+ IUL illustration year over year

Would you be comfortable illustrating that high? Would your client be comfortable with the underlying **additional volatility** baked in? #Look beyond the illustration.

[https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTlwGZJJ6CWQQN6amwUJXy2q4FCERpIeLDH-EdV3c0\\_ekZ7Ubw0FUwjorn54\\_d6F2ccdww](https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTlwGZJJ6CWQQN6amwUJXy2q4FCERpIeLDH-EdV3c0_ekZ7Ubw0FUwjorn54_d6F2ccdww)

## Understanding IUL Bonus Multipliers

We understand that IUL products with multipliers have increased values in illustrations, but why? This scripted presentation focuses on “**how indexing works**” independently of other policy elements.

[https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTlwGZJJ6CWQQN6amwUJXy2q4FCERpIeLDH-EdV3c0\\_ekZ7Ubw0FUwjorn54\\_d6F2ccdww](https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTlwGZJJ6CWQQN6amwUJXy2q4FCERpIeLDH-EdV3c0_ekZ7Ubw0FUwjorn54_d6F2ccdww)

## IUL Illustrations White Paper

IUL designs and features are continually evolving – that’s why it’s essential for advisors and consumers to review all components of an IUL product before selecting it. Our **white paper** outlines important considerations to discuss before making the decision.

[https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTlwGZPa4CBEAzMV1tnBXWVJWf6MzuEYiQo2msb\\_fNeqqE7XyPDtNq6TSVajEPo29er-MSQ](https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTlwGZPa4CBEAzMV1tnBXWVJWf6MzuEYiQo2msb_fNeqqE7XyPDtNq6TSVajEPo29er-MSQ)



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