



## Enable your success with these tools and resources:

### PRODUCT

#### PRODUCT INFORMATION

- Sales Ideas
- Product Highlights
- Consumer Brochures
- Financial Professional Guides

#### ADDITIONAL PRODUCT INSIGHT

- Competitive Analysis
- Product Training
- Producer Website
- Request Printed Materials

### SALES TOOLS

#### RETIRE STRONGER PROGRAM

- Make the Sale!
- IUL Interactive Sales Tool
- “Grab & Go” Promotional Materials
- Unique Selling Strategies

#### ADDITIONAL RESOURCES

- Generational Selling
- Advanced Market Tools
- InsMark Presentation Software
- Prospecting
- Policy Review Program

### DOING BUSINESS WITH AIG

#### SUBMITTING CASES & COMPANY INFORMATION

- Recent updates to AIG Products, Operations, Underwriting and Service
- Financial Facts
- Underwriting Information
- AIG Videos

**INTERNET ACCESS REQUIRED; NO LOGIN OR PASSWORD REQUIRED**



# Master Playbook

[www.aig.com/MasterPlaybook](http://www.aig.com/MasterPlaybook)

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## Index Universal Life (IUL)

**Max Accumulator+**  
(Cash Value Accumulation)

**Value+ Protector**  
(Death Benefit Protection)



## Power Up With IUL

[aig.com/IUL](http://aig.com/IUL)

Power business growth with IUL products, strategies and training.



## Term Life Insurance

**Select-a-Term**

**AG Ultra One<sup>SM</sup>**

**Rapid Rater**



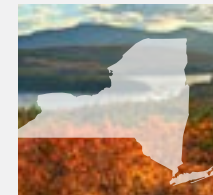
## Term Conversion Playbook

- Eligible term conversion lists
- Increased conversion credit
- Expanded conversion period



## Guaranteed Universal Life (GUL)

**Secure Lifetime GUL 3**



## New York Products



## Variable Universal Life (VUL)

**AG Platinum Choice VUL**



## Annuity Playbook

- Product Information
- Sales Tools
- Webcasts & Calculators

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## Competitive Comparison Playbook

See how our products stack up against the competition.



## Training Playbook

Scripted PowerPoint Presentations and On Demand Training



## Producer Website (Connex)

Access L&C information, product information, underwriting and more.



## Forms Depot

Forms ordering database offering printed and digital marketing collateral, business forms and more.



## Premium Approval Limits

Listed by product for easy reference.



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## RETIRE STRONGER PROGRAM



### RetireStronger.com

Help clients protect their retirement assets with robust training, education and client prospecting materials



### Campaign in a Box [RetireStronger.com/Campaign](http://RetireStronger.com/Campaign)

"Grab and go" client prospecting, training, education and selling strategies ready to deploy



### Life To The Max [aig.com/LifeToTheMax](http://aig.com/LifeToTheMax)

Simplify complex IUL conversations with easy-to-understand charts & scenarios in consumer approved sales tool



### Making the Sale

Access multiple, short training modules, producer videos and turn-key training to effectively make the sale



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**Generation Matters**  
[aig.com/GenerationMatters](http://aig.com/GenerationMatters)  
Improve sales across any generation with tailored client prospecting and training materials ▶




**Rapid Rater**  
Get quotes to help you understand a proposed policy ▶




**Policy Review**  
Any client can benefit from a policy review every 3 – 5 years ▶




**Advanced Markets Portal**  
[aig.com/AdvancedMarkets](http://aig.com/AdvancedMarkets)  
We will help you attract and retain affluent and business-owner clients ▶



**Beneficiary Review**  
We provide you with all the tools you need ▶



**InsMark Playbook**  
Illustrations custom built for your clients needs ▶



**Prospecting Playbook**  
Mine hidden gems and polish your prospecting skills with new clients. ▶



**Life Insurance Awareness Materials (LIAM)**  
Life insurance awareness resource ▶

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### Submitting & Doing Business

- [Underwriting Playbook](#) [New Business Playbook](#)
- [Field Underwriting Guide](#) [AG Quick Ticket Playbook](#)



### AIG Executive Summary

One page update on Underwriting, Sales, Marketing, Product and Service



### American General Life (AGL)

- [AGL Highlights](#) [AIG History Video](#)
- [AIG Keeping Our Promise Video](#) [Financial Fact Sheet](#)
- [Earning your Trust](#)

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