



Building Trust: The Indexed UL Selling System

CLU, ChFC, CRPC, Daniel L. Martin

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Indexed universal life insurance is an important product. When utilized properly it can help many families and business people create a tax-advantaged way to protect families and business interest, while growing tax-favored cash reserves for education funding and supplemental retirement savings.

Building Trust: The Indexed UL Selling System draws upon Dan Martin's successful experiences to teach you effective sales techniques rather than simply hammering home product features until prospects give in. In part one, he recommends a four-part system comprised of the engagement, education, presentation, and transitional placement phases, all of which emphasize trust.

In Part II of the book, Dan offers advice on the most tedious but vital of all tasks, prospecting. Using his client acquisition and referral system (CARS), you'll learn how to leverage your reputation with new and existing clients to secure solid new leads.

When utilized properly, *Building Trust: The Indexed UL Selling System* will help you improve and perfect your sales skills and enable you the opportunity to develop a constant flow of leads by utilizing your most valuable asset, YOU! Many financial sales pros are using Dan's exciting methods and sales techniques to realize that success starts with them and not subscribing to third party influences for their success.

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