



**Exclusive Offer: All Expense
Paid Trip Including Hotel and
Air Accommodations!**

Get in front of **quality prospects** and **save time** in the sales process



LifePro Wealth Builder Sales System gets you in front of quality prospects who are the perfect candidates in the prime demographic for an Indexed Universal Life (IUL) policy. On average, advisors in the program get introduced to 44 buying units per campaign.



You're able to streamline the appointment process by using the program's "flipped education" approach. Prospects explore IUL in greater depth through online videos and educational collateral driven by email automation; saving you time so you can close more business.



View the agenda

Day One: 8:30 a.m. - 5:00 p.m.

The Ultimate Client Acquisition Funnel

Master the principles of how to generate interest and capture leads, sell the story of Indexed Universal Life, and turn leads into prosperous clients with the Ultimate Client Acquisition Funnel.

Live Demonstration of Seminar Presentation

Experience the seminar presentation live as one of our top advisors presents to the group as if they were a room full of prospects. Learn how to deliver the presentation in full and observe a powerful closing that has seen incredible conversion rates.

Compose the Perfect IUL Presentation

Effectively communicate the benefits of IUL and provide prospects with a clear understanding of what it is you want them to do. These skills can be learned, mastered, and perfected...but most of all, REPEATED!

Connect with Advisors and Meet Presenters

After a day full of learning, kick back and unwind with a dinner reception. You'll get to network with other like-minded advisors and speak with the team who developed the extraordinary selling system.

Day Two: 9:00 a.m. - 5:00 p.m.

Redefine Client's Learning Experience

Our IUL selling system provides a “flipped” approach, intentionally shifting the conversation into a learner-centered model so you can explore IUL in greater depth due to previous learnings through online videos.

Lead Magnets & Trip Wires to Attract Prospects

Drive traffic through email marketing, seminars, and Facebook Ads using a series of offerings, or irresistible bribes, that gives a specific chunk of information to your prospects.

Included in the System is:

- One-on-one coaching
- Custom, 20-page IUL reports
- Seminar presentation (w/script)
- 14 consumer-friendly videos
- 24-page consumer guide
- Automated email campaigns
- Lead capture pages
- Branded marketing materials

Automate the Follow-Up System

Engage with your clients and prospects using powerful email marketing automation software specifically designed for life insurance. Every campaign comes with a series of emails and triggers already composed.

A Systematic Approach to Prosperous Clients

With scripts for your assistants and flow charts to help your team, you will be trained on everything you need throughout the Client Lifecycle process to attain new clients and gain quality referrals.





HOW TO ESCAPE THE
RETIREMENT TAX TRAP
DISCOVER THE WEALTH BUILDING PRACTICES USED BY THE TOP 25%

Photo taken from an actual advisor dinner event.

Results from the training...



James has 36 people watching the consumer videos with **9 of them already submitting business totaling \$197,000 in target premium.**

James J. - Mission Viejo, CA



Alison had to schedule a 3rd night for her dinner events. She ended up having **116 attendees with 75 buying units...54 of them requested appointments** that very night. She immediately closed an annuity sale thereafter with a premium of \$232,000!

Alison M. - Buffalo, NY



Chris' clients were concerned about the costs associated with an IUL policy. After instructing them to read the consumer guide and watch the "*Cost Analysis and Review*" video, **they moved forward and signed the policy with a \$24,670 target.**

Chris J. - Town & Country, MO

Event registration **pricing**

	General No Production	Pro \$50,000*	VIP \$100,000*	Elite \$250,000*
Registration fee	\$695	Free	Free	Free
Continental breakfast (2x)	✓	✓	✓	✓
Catered lunch (2x)	✓	✓	✓	✓
Steakhouse dinner reception	✓	✓	✓	✓
Hotel accommodation	✗	✗	✓	✓
Airline accommodation	✗	✗	✗	✓

* Qualifications met if you can verify eligible commissions paid.



While you're here...**network** with like-minded advisors and explore the **fun activities** in sunny San Diego, California

- San Diego Zoo
- Balboa Park
- SeaWorld
- Safari Park
- Petco Park
- Seaport Village
- Hotel Del Coronado
- La Jolla Cove



Attend the two-day event

If you're looking for a product pitch, this academy is not for you. We have jam-packed two days worth of presentations that focus on one thing: how to **grow your IUL business**.

From how to find prospects all the way to turning them into clients, we'll walk you through the steps needed to place more - and LARGER - IUL cases.

Go to www.lifeprowealthbuilder.com to reserve your spot.



www.lifeprowealthbuilder.com
or call 1-888-LIFEPRO



11512 El Camino Real, Suite 100, San Diego, CA 92130
Ph: (888) 543-3776 | Fax: (858) 777-5334 | Em: info@lifepro.com | www.lifepro.com