

One Contact Your Existing Clients

“When was the last time you reviewed your life insurance policy?”

Many clients have never reviewed their life insurance policy other than to open the Annual Statement and pay the required premium. You may need to inform them of the benefits associated with an annual policy review.

“Does the policy still meet your needs?”

Look no further for a valid reason to reach out to your client base and continue building those relationships. Providing quality service and gathering new information about a client leads to potential new sales while uncovering referral/networking opportunities. Remember to stress with your clients that a policy review is not a replacement program but is instead a valuable service designed to assess whether your client’s current needs are being met.

Two Complete the Fact Finders

The fact finder (form # 16405) can be a valuable tool in conducting the client interview. It helps guide the meeting through all the necessary steps in gathering information and brings it to a logical conclusion. The policy review fact finder (form #17218) also needs to be completed and submitted prior to the actual review.

The resulting information is the basis for determining if policy features (i.e. Beneficiary Designations) need adjustment, if premium size or duration needs modification, or if perhaps the client should consider a new policy. The client’s facts will determine if the current policy structure meets the client’s overall objectives.



Three Collect & Analyze the Data

In-force Illustration

The next step is to get information on the existing life insurance policy. This can be accomplished by having the client request an in-force illustration from the life insurance company.

Annual Statement

You will also want a copy of the most recent Annual Statement. If the client does not have the statement, it can also be requested from the life insurance company.

Life Policy Review Model

Finally, you should submit the fact finders, current in-force illustration and annual statement to Aviva's Advanced Marketing group to obtain valuable information and insight on the client's current policy, as well as receive a Life Policy Review report comparing the client's existing life insurance coverage with coverage that could be obtained with a new policy. The Life Policy Review report will compare and contrast various elements of the existing policy with a potential new policy.

The report compares such things as:

- Death benefit differences for the same premium costs
- Premium differences for the same death benefit levels
- Premium differences for the same projected future policy cash flows
- Policy cash flow differences for the same premium costs
- Differences between guaranteed death benefit and non-guaranteed death benefit



Four Present Your Findings – Offer Solutions

You now have all the information necessary to help your client define his/her objectives and review the viability and appropriateness of the current life insurance policy in meeting those objectives.

First

Review the client's facts with him/her, point out the need based on their stated objective(s), then show how the current policy meets the need.

For example:

"You stated that you want to ensure that your wife and children maintain their current lifestyle in the event of your death. After reviewing your current assets, liabilities and life insurance policy, they could receive \$XXX each year which is (less than/ more than) the \$XXX we discussed."

Second

Offer potential solutions to any issues discovered during the policy review. The solutions may be one or more of the following:

- Designate new beneficiaries to accommodate the life event (i.e. marriage, divorce, child birth, adoption, etc.)
- Increase the amount and/or duration of the expected premium payments
- Delay accessing policy cash values
- Convert the death benefit coverage from term (temporary) to a permanent (cash value) policy
- Transfer policy ownership for estate tax reasons
- Reduce/eliminate outstanding policy loan
- Replace existing coverage for a better performing new policy
- Consider applying for additional coverage to meet the projected need