

7 Questions That Sell IUL & Annuities

Be sure to print this out and keep it by your phone so you can refer to these 7 questions during calls.

These seven questions are what are called "*Presupposition Questions*" which means they presuppose that people know the answers. And when they don't, they realize, intrinsically, "Well, I need to know the answer to that question."

The 7 Questions:

1. How old will you be when you run out of money in retirement?
2. How much income will your retirement savings produce?
3. How much income do you need to live your Desired Retirement Lifestyle?
4. How much will taxes on your IRA's, 401(k)'s and Social Security hurt your retirement income. (This number could shock you)
5. How much will your income go down if the market crashes?
6. How much of your retirement income is guaranteed?
7. Do you have your money in assets that grow to outpace inflation, but are protected from market crashes?