

## 5 Questions to Boost Your 2024 Life Insurance Sales

1. **How do you feel about your retirement?**
  - a. Are you on track with where you should be with your savings?
  - b. Are you protected in the event of a significant market correction?
  - c. Will your income last long enough?
  
2. **Are you ready for Long Term Care?**
  - a. Have you had any experience with long term care with your family and friends?
  - b. Do you have a plan to deal with the needs and expenses associated with it?
  
3. **Tell me about the Legacy you'd like to leave...**
  - a. Tell me about your family
  - b. Do you have a vision for the legacy that you would like to leave?
  
4. **Client Reviews/ Policy Reviews**
  - a. Do you have the old kind or the new kind of life insurance?
  - b. Do you have a will? – “Intestate Succession” imposed by the state
  
5. **Business Client Planning**
  - a. Do you have Buy / Sell Arrangement?
  - b. 101(j) – Do you have any business owned policies on employees after 8/17/06?