

An introduction to the value of life insurance

# Make a case for life

Allianz Life Insurance Company of North America



Help your clients – and your business, too –  
by making a case for the value of life insurance.

Life insurance can be an important part of your clients' overall financial strategy. And it can be an important part of your business, too: "Forty-eight million U.S. households (44 percent) believe they do not have enough life insurance."<sup>1</sup>

## Our Make a Case for Life Kit can help you seize this opportunity.

Our exclusive business-building kit includes step-by-step resources to help you educate your clients about life insurance – and grow your business.

### Agent materials:

- Agent guide and case studies
- Prospecting and closing guide with scripts and sample letters
- Product comparison
- Underwriting and life illustrations tip flyers

### Client-approved materials:

- Consumer brochure
- FIUL consumer overview
- Consumer-approved presentation CD
- Terms tip sheet and beneficiary basics flyer
- Two handy fact-finders
- And more ...



Request your copy of the **Make a Case for Life Kit**.  
Call the Life Case Design Team today at **800.950.7372**  
(press 1 for Sales Support, then 2 for Life).

<sup>1</sup> "The Facts of Life and Annuities," LIMRA International, 2009.

Guarantees are backed by the financial strength and claims-paying ability of Allianz Life Insurance Company of North America.

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