

## **What will the advisor learn from this presentation?**

This presentation will help the advisor increase their knowledge allowing them to interact with Entrepreneurs, Small Businesses & Boompreneurs with added confidence.

The advisor will learn that with some of their clients and prospects, the first step in the process is to implement an employee benefit plan that will lead to business financial planning and by product business insurance products such as Key person & Buy Sell Insurance etc.

It is said that the actual money made for the advisor when an employee plan is implemented is the smallest amount of money earned. The employee benefit plan will lead to further increased income for the advisor after any financial, estate, tax, investment, and retirement planning are implemented.

## **Presentation Overview**

Employee retention and satisfaction are top of the list of priorities for many business owners. Keeping their employees happy and healthy makes financial sense as their productivity helps the business grow while reducing overall turnover and sick time.

The best way to do this is to provide a group insurance benefits package for the employees. In fact, many studies have shown that when company leadership is focused on employee health and wellness, retaining, and attracting quality employees is much easier.

*Here Are Some Facts for Using Group Insurance the “Innovative Way”:*

- Group insurance is a product that people want to talk about.
- Group Insurance can be used to build an increasing monthly income.
- Group Insurance can be a source of new sales.
- Group insurance **IS** an avenue to attract future high net worth clients.

The “Innovative Way” is an easy system to write Group Insurance for Entrepreneurs & Boompreneurs. It is simple to quote and simple to service by using the highly successful 11 ½ minute fact- finding interview.

The “Innovative Way” presentation will cover Group Insurance benefits such as Prescription Drugs, Extended Health Care, Travel Insurance, Dental Care, Life Insurance and AD&D, Short and Long-Term Disability Insurance and the importance of offering them to your group clients and prospects.

When companies choose to implement Group Insurance the “Innovative Way” their overall business bottom line will increase.