Annuity | Agents Alliance

SM **Real Help From Real Agents.**

Maximize Retirement
SEMINAR SYSTEM

Seminars have been proven over the years, time and time again, to be one of the most effective means of prospecting for new clients. It's a format that's conducive to the goals of advisors:

- Establish authority as a knowledgeable, respected retirement planning specialist
- Make a connection with the audience
- Set a coveted first appointment that leads to a sale

Introducing Maximize Retirement Seminar System - An annuity-centered workshop for advisors utilizing an interactive workbook format instead of a salesy, PowerPoint presentation.

Each attendee receives a fill-in-blank workbook which keeps them engaged throughout the meeting that is primarily focused on retirement and indexed annuities.

Discover a refreshingly transparent way to help retirees and sell indexed annuities!

Call your Annuity Agents Alliance Advisor Consultant for complete details!

Average Campaign Statistics
(1 mailing, 2 events)

- 6,000 invitations mailed
- .52% average response, which is 31 units
- 26 units (47 people) average attendance (15% fall off)
- Average appointments are 13 (50%)
- Average business is $396,000

Average Cost Per Campaign

- 6,000 invitations @ $.53 each piece = $3,180
- 47 workbooks @ $2.45 each piece = $115
- Food for 47 people @ $27/person = $1,269
- Total investment = $4,564

Summary Per Campaign

- Total investment = $4,564
- Avg business = $396,000
- Gross profit/mailing @ 7% commission = $27,720
- **Net profit = $23,156**

Our Program Includes Everything You Need To Hold "Annuity Focused" Workshops!

- **Highly interactive participant Workbook and complete Advisor Guide**
- **Invitation/Mailer with RSVP service and registration landing page**
- **Program Website with Training Videos and Live Presentation**

To reach their fullest potential with any program or system, we believe advisors need a coach – someone who has traveled down the same path and who can help guide and teach advisors. Shon Peil is that coach. Advisors receive on-going coaching via group conference calls and webinars as well as one-on-one consulting with Shon. We also have a video training archive that encompasses all aspects of hosting a successful class, including the critical opening/closing and how to run first and second appointments.

Shon Peil
Program Coach

Toll Free: 888-742-4368 | www.annuityagentsalliance.com