



ANNUITY AGENTS
— PODCAST —

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Annuity
Agents Alliance

Marketing • Sales Process • Case Design



ANTHONY OWEN

- Annuity Agents Alliance, President
- Annuity Innovation Systems, President
- Safe Money Radio Marketing,
Co-Founder & Creator

IF YOU WOULD LIKE TO FIND OUT MORE ABOUT US

CALL OR EMAIL

888-74**AGENT** (24368) Ext. 100

info@annuityagentsalliance.com

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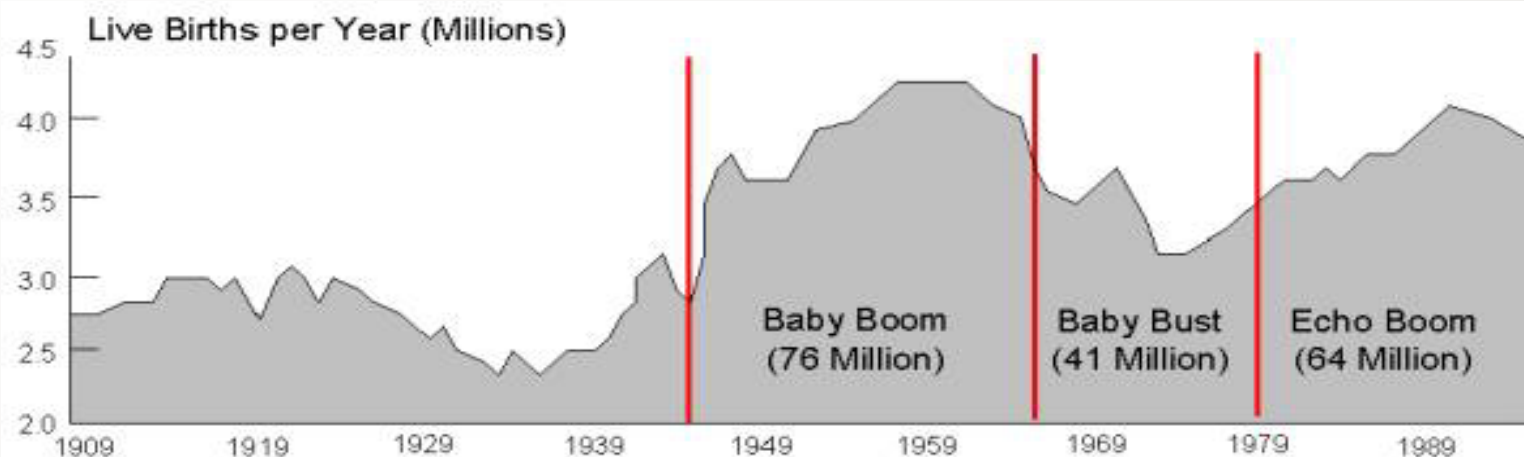
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Marketing ■ Sales Process ■ Case Design



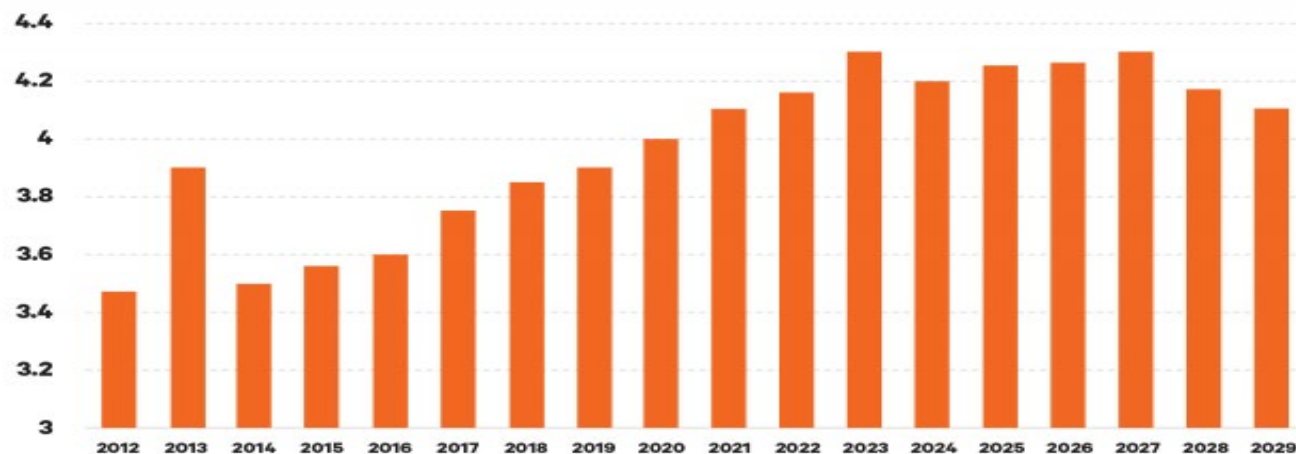
MAXIMIZING YOUR OPPORTUNITY IN THE GOLDEN AGE OF ANNUITIES

What is
Your
Share of
The
Baby
Boomer
Bubble?



US baby boomers reaching retirement age

Per year, value in millions



MAXIMIZING YOUR OPPORTUNITY IN THE GOLDEN AGE OF ANNUITIES

Sources of Opportunity Loss:

- Failure to Close
- Failure to Maximize Case Size
- Failure to Close in the Shortest Period of Time
- Failure to Manage Activities that Create Opportunity

What is
the Biggest
Expense in
Your
Business?

MAXIMIZING YOUR OPPORTUNITY IN THE GOLDEN AGE OF ANNUITIES

“An Opportunity to Demonstrate Persuasive and
Compelling Sales Skills that Convert the Risk of Capital
Expenditures into the Reward of Profitable Revenues”

Marketing = The **Expense** of Creating Opportunity
Demonstration of Skill = **Monetization** of Opportunity
Conversion of Opportunity = **Successful Marketing**

Don't Be a Victim of Marketing Entitlement!

What is Entitlement?

Marketing,
How do
You
Define it?

MAXIMIZING YOUR OPPORTUNITY IN THE GOLDEN AGE OF ANNUITIES

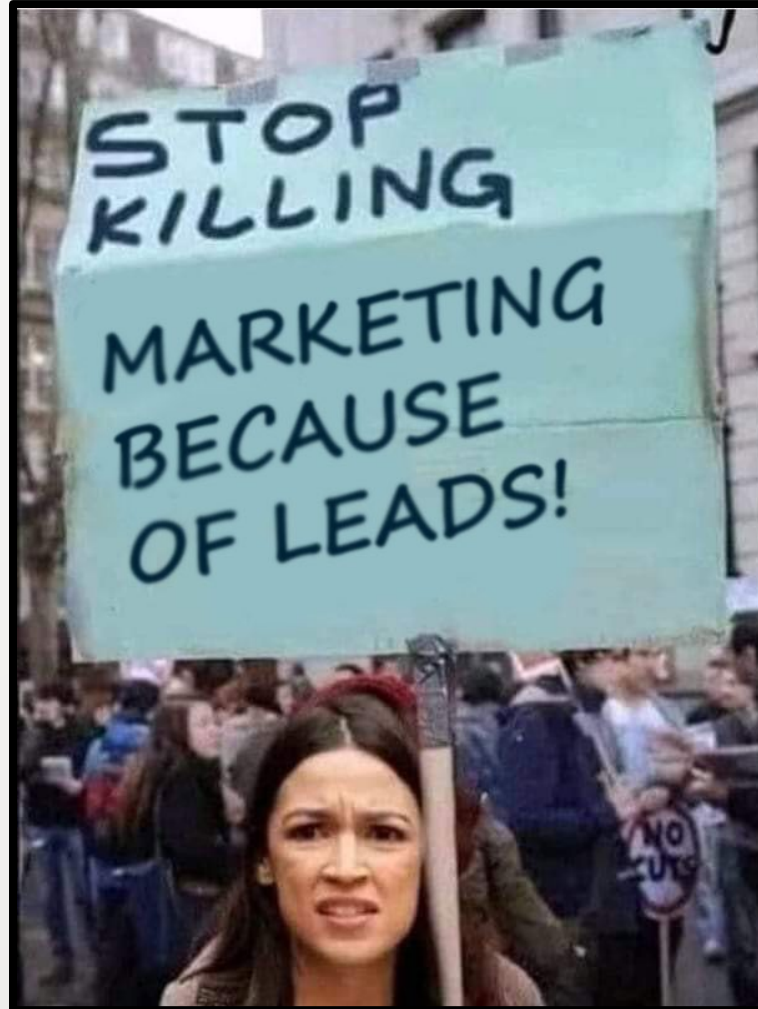
Resist!
Support
Buffalo
Wild Wings



Marketing,
How do
You
Define it?

MAXIMIZING YOUR OPPORTUNITY IN THE GOLDEN AGE OF ANNUITIES

Is
Entitlement
Creeping
Into Your
Business?



Marketing,
How do
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MAXIMIZING YOUR OPPORTUNITY IN THE GOLDEN AGE OF ANNUITIES

“An Opportunity to Demonstrate Persuasive and Compelling Skill that Converts the Risk of Capital Expenditures into the Reward of Profitable Revenues”

Marketing = The **Expense** of Creating Opportunity

Demonstration of Skill = **Monetization** of Opportunity

Conversion of Opportunity = **Successful Marketing**

Marketing Entitlement is the Belief that:

Marketing = Monetization

Marketing,
How do
You
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