

TOOLS

Mobile Life Insurance Sales Toolkit

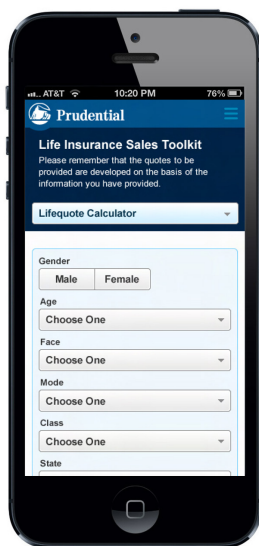
Q:

How much Life Insurance do I need?

Can I qualify?

How much does it cost?

A:



START A LIFE INSURANCE CONVERSATION ON YOUR SMARTPHONE WITH PRU'S NEW MOBILE TOOLKIT!

Every client wants to know the answer to three questions about life insurance: How much do I need? Can I qualify? How much does it cost? Now you can help answer those questions in minutes with Pru's new Mobile Toolkit, available for use **on any smartphone**.

These tools will help you start and continue conversations with clients and prospects by:

- ▶ Running a quick needs analysis;
- ▶ Obtaining a ballpark underwriting estimate; and
- ▶ Getting a quick quote for term insurance.

It's a secure, easy, and effective way to help you discuss life insurance with your clients. After registering for use, enter a few pieces of information and you're done!

How you can access the toolkit:

- ▶ Go to lifetoolkit.prudential.com.
- ▶ Due to the fact that the toolkit is for financial professional use only, you will have to attest to being a licensed financial professional and accept the terms and conditions of use.
- ▶ The first time you access the toolkit, you will need to provide some specific information including your name, email address, and NPN. This is a one-time requirement, as long as you don't clear your cookies.
- ▶ Bookmark or add this site to your home screen for easy future reference.

Be sure to let us know what you think of the new toolkit! Send your comments, feedback, and any questions you may have to psbreply@prudential.com.

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