



The CLOSING CONCEPT

Advanced Guidance for Complex Sales Strategies

Sealing the Deal With a 0% Indexed Crediting Floor

When market risk is a concern for clients, proposing a solution that helps protect their money from a potential downturn can be a powerful selling point. Here's how a producer used a comparative stress test of indexed universal life (IUL) crediting rates to provide reassurance and win a case.



The Client's Problem: Ample Funds, Decision Overload

The client was a 42-year-old woman who had recently inherited several million dollars and was in the process of diversifying her investment strategies. And while doing so, she decided to implement an accumulation-focused IUL into her overall portfolio.

She had \$50,000 per year to dedicate to the premium and planned to use the accumulated cash value as income later in life. Her producer provided potential options from several life insurance carriers, and she had a family member trying to pitch another company as well.

Feeling overwhelmed, she contemplated doing nothing. She had also heard horror stories about policies being inflated with charges and not performing.



The Opportunity: Proving Success in a Challenging Scenario

She wanted to see a normal hypothetical performance, but also wanted to create a stress test scenario. In her opinion, the solution needed to be able to "not crash" if there was a market downturn.

The producer heard her concerns and got to work setting up the stress test.



The Solution: Run the Numbers

The producer decided to compare one of the leading accumulation carrier products against our Income AdvantageSM IUL at both the default crediting rate and at the 0% floor rate to show what would happen in the event of a market downturn. The results?

The client was interested to see that the lead carrier she was considering wouldn't run an illustration with negative market growth.

Additionally, she liked that the Guaranteed Refund Option (GRO) rider offered several windows in which she could receive a partial or full refund of her premiums down the line if she wanted to.* This means that if the market didn't perform at all, she could walk away with her premiums back (with some conditions).

Carrier #1

Default Income
\$129,346

0% Interest Income

ERROR X

Mutual of Omaha

Default Income
\$104,261

0% Interest Income

\$4,685



Speculative figures for illustrative purposes only.

*The GRO rider provides seven 60-day windows within which you can surrender your policy and receive your paid premiums back — up to 50% at the end of year 15 and up to 100% at the end of years 20, 21, 22, 23, 24 and 25.

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Why Mutual of Omaha: Straightforward Products, Historical Trustworthiness

She needed to trust the solution she was buying. Mutual of Omaha's history of cap integrity, low cost, transparent charges and published historical rates was comforting to her. Mutual of Omaha let her see a 0% return each year and still receive value.

Ultimately, she felt that it was easy to show a hypothetical return, but she trusted the company willing to show her performance under stress.



Producer Pro-Tip: When in Doubt, Illustrate the Proof

If prospective clients are hesitant due to market risk concerns, do what the producer did in this situation. Prove to them that our products can perform under stress and that their premium dollars are truly working for them.

This approach provides reassurance and confidence for clients to move forward and secure the coverage they need.

To learn more about this concept contact your Mutual of Omaha Sales Director.

Contact your dedicated Mutual of Omaha Sales Support Team for any pre-sale inquiries at 800-693-6083 or email at sales.support@mutualofomaha.com.

