

# Conducting effective policy reviews

## Turnkey opportunities

Life insurance is the largest unmanaged asset in a client's portfolio. Here's everything you need to help agents integrate meaningful client policy reviews into their practice. You'll find clickable resources to implement reviews that protect and reassure clients.

### Understand the opportunity

#### Clickable resources

[\[Agent white paper\] The Ten Most Common Life Insurance Mistakes and How to Avoid Them](#)

#### Key concepts covered

- A Life Insurance Policy Review is a great way to start a dialogue with a client, especially when a significant life change occurs.
- Learn about the errors people make when buying life insurance and how to help clients avoid them to secure the financial protection they need.

### Train your advisors

#### Clickable resources

Policy Review can be both a prospecting and a relationship-strengthening tool. Use these resources to prepare for client meetings.

[\[Agent guide\] Policy Review](#)

[\[Agent seminar\] Policy Review Best Practices](#)

[Life Insurance Playbook](#)

#### Post-meeting follow-up

Keep the momentum going by following up with this email to advisors. For co-branded emails, contact your Lincoln rep.

[\[Email\] Make Your Client's Life Insurance Keep Up with Their Goals](#)

#### Key concepts covered

- Life insurance is an asset that can help clients accomplish goals throughout their lives because it can offer much more than financial protection. To find the policy most appropriate for your clients, start by identifying their needs.
- Deliver a reminder to review, analyze and evaluate one of their client's most important and versatile assets.

### Profile clients

#### Clickable resources

These materials are for use during client meetings to gather information and evaluate a client's current life insurance needs.

[The Ten Most Common Life Insurance Mistakes and How to Avoid Them flier](#)

[\[Client guide\] Policy Review overview](#)

[\[Client letter\] Policy Review prospecting letter](#)

[\[Client form\] Policy Review Evaluation Worksheet](#)

[Policy Review authorization letter](#)

[Request for In-force Illustrations](#)

[Life Insurance Planning Guide](#)

[Policy Review client seminar](#)

#### Key concepts covered

Clients' lives change. Make sure they can still depend on their life insurance to:

- Provide lifestyle protection for their family
- Ensure that debts and commitments, such as college tuition, are paid
- Protect their assets
- Create a legacy
- Supplement their retirement income
- Insure their spouse's retirement
- Protect their business
- Attract or reward key employees

## Turnkey sales process

Now that you've got the resources, you're ready to implement this action plan with your advisors.

<b>Step 1</b> <b>Pre-meeting:</b> Understand the opportunity. <ol style="list-style-type: none"><li>1. Read the <a href="#">[agent white paper] The Ten Most Common Life Insurance Mistakes and How to Avoid Them</a> to understand how to identify the mistakes clients can make when buying life insurance and how to help them secure the financial protection they need.</li><li>2. Identify advisors who have clients with policies not reviewed in the past year or more.</li></ol>	<b>Step 4</b> <b>Engage clients:</b> Put the concept into action. <ol style="list-style-type: none"><li>1. Approach clients who have not had a Policy Review in a year or more. Contact them using the <a href="#">Policy Review client prospecting letter</a>.</li><li>2. Open the discussion. Refer to the <a href="#">Life Insurance Playbook</a> for questions to help the discussion.</li><li>3. Help your clients understand how their life insurance may need to change as their lives change. Review <a href="#">The Ten Most Common Life Insurance Mistakes and How to Avoid Them flier</a>.</li><li>4. Be ready to gather information to evaluate your client's needs using the <a href="#">Policy Review Evaluation Worksheet</a>.</li><li>5. To help determine if the current coverage is sufficient, work with your client to complete the <a href="#">Life Insurance Planning Guide</a>, or for clients who prefer a more interactive experience, use the <a href="#">web-based calculator</a> to assess the insurance needed.</li><li>6. Request in-force illustrations for new policy recommendations, and obtain authorization from your client to request recent statements and in-force ledgers of their existing coverage using these forms: <a href="#">Policy Review authorization letter</a> <a href="#">Request for In-force Illustrations</a></li><li>7. Gather a group of prospects for an informational session to generate new business opportunities using the <a href="#">Policy Review client seminar</a>.</li></ol>
<b>Step 2</b> <b>Meet with an advisors:</b> Get them ready to identify clients. <ol style="list-style-type: none"><li>1. Train your advisors to understand the concept and the opportunity using the <a href="#">Policy Review [agent guide]</a>.</li><li>2. Help your advisors follow best practices for a meaningful Policy Review by reviewing the <a href="#">Policy Review Best Practices [agent seminar]</a>.</li><li>3. You can also help advisors identify client needs and possible solutions using the <a href="#">Life Insurance Playbook</a>. This tool provides conversation starters to open a discussion about client needs and case studies to help match the need to a specific solution aligned to their short-term and long-term financial goals.</li></ol>	
<b>Step 3</b> <b>Post-advisor meeting:</b> Continue the conversation. <p>Use this co-brandable email to help keep your advisor focused on the concept.</p> <ol style="list-style-type: none"><li>1. <a href="#">[Email] Make Your Client's Life Insurance Keep Up with Their Goals</a>.</li></ol>	

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**Work with your Lincoln representative to identify opportunities and get the support you need to build your practice.**



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