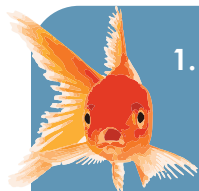


Kansas City Life Insurance Company offers a winning sales and marketing strategy on selling Indexed Universal Life (IUL) that helps *set you apart* from the competition.

To be truly successful selling IUL products, you need to develop a winning sales strategy that allows you to instill confidence, credibility and competence with your IUL prospects.

Kansas City Life has the products, illustration system, and numerous sales and marketing tools to help you achieve your goal to be the best you can be in the IUL marketplace.



1. Products: Streamlined IUL design that provides value to your clients with excellent compensation for you based on our competitive target premium structure.

2. State-of-the-art illustration system:

Kansas City Life's web-based illustration capabilities are second to none in helping you create case designs that produce consumer-friendly IUL proposals that are both innovative and easy to understand.



3. Sales tools:

- Easy to comprehend IUL consumer brochures
- Indexed Account performance chart
- History of the Indexed Account segment results
- And much, much more ...



4. Training: Have our experts teach you how to use all of Kansas City Life's IUL sales and marketing resources to help you reach a new level of IUL sales.



Take advantage of Kansas City Life's winning IUL sales strategy to close more sales and set yourself apart from the competition.



Steve Zadeh, FSCP
Manager, Sales Development
Kansas City Life Insurance Company



KANSAS CITY LIFE

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