



## Enable your success with these tools and resources:

### PRODUCT

#### PRODUCT INFORMATION

- Sales Ideas
- Product Highlights
- Consumer Brochures
- Financial Professional Guides

#### ADDITIONAL PRODUCT INSIGHT

- Competitive Analysis
- Product Training
- Producer Website
- Request Printed Materials

### SALES TOOLS

#### RETIRE STRONGER PROGRAM

- Make the Sale!
- IUL Interactive Sales Tool
- “Grab & Go” Promotional Materials
- Unique Selling Strategies

#### ADDITIONAL RESOURCES

- Generational Selling
- Advanced Market Tools
- InsMark Presentation Software
- Prospecting
- Policy Review Program

### DOING BUSINESS WITH AIG

#### SUBMITTING CASES & COMPANY INFORMATION

- Recent updates to AIG Products, Operations, Underwriting and Service
- Financial Facts
- Underwriting Information
- AIG Videos

**INTERNET ACCESS REQUIRED; NO LOGIN OR PASSWORD REQUIRED**



# Master Playbook

[www.aig.com/MasterPlaybook](http://www.aig.com/MasterPlaybook)

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## Index Universal Life (IUL)

**Max Accumulator+**  
(Cash Value Accumulation)

**Value+ Protector**  
(Death Benefit Protection)



## Term Conversion Playbook

- Eligible term conversion lists
- Increased conversion credit
- Expanded conversion period

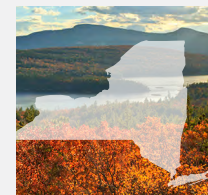


## Term Life Insurance

**Select-a-Term**

**AG Ultra One<sup>SM</sup>**

**Rapid Rater**

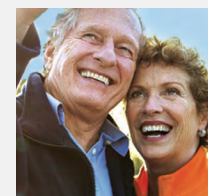


## New York Products



## Guaranteed Universal Life (GUL)

**Secure Lifetime GUL 3**



## Annuity Playbook

- Product Information
- Sales Tools
- Webcasts & Calculators



## Variable Universal Life (VUL)

**Platinum Choice VUL 2**

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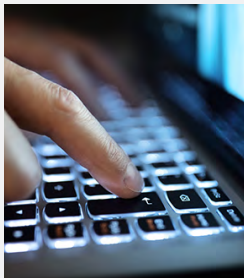
#### Competitive Comparison Playbook

See how our products stack up against the competition.



#### Training Playbook

Scripted PowerPoint Presentations and On Demand Training



#### Producer Website (Connex)

Access L&C information, product information, underwriting and more.



#### Forms Depot

Forms ordering database offering printed and digital marketing collateral, business forms and more.



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## RETIRE STRONGER PROGRAM



LIFE INSURANCE SOLUTIONS TO HELP CLIENTS  
**RETIRE STRONGER**

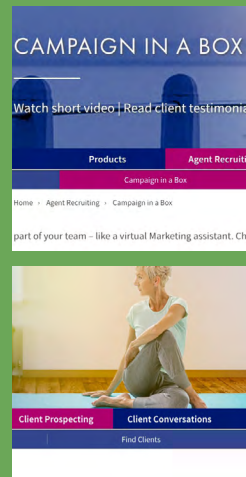
### RetireStronger.com

It's easy to find everything you need to succeed. From life insurance product know-how, to valuable tools like Generation Station, Life To The Max and the new and improved Campaign in a Box.

Totally refreshed with new content and functionality!



### Campaign in a Box



#### Agent Recruiting

[RetireStronger.com/AgentCampaigns](http://RetireStronger.com/AgentCampaigns)

Choose from a variety of topics for  
"Grab and go" recruiting promotions.



#### Client Prospecting

[RetireStronger.com/ClientCampaigns](http://RetireStronger.com/ClientCampaigns)

Your virtual marketing assistant to help  
you prospect for clients.



### Life To The Max

[aig.com/LifeToTheMax](http://aig.com/LifeToTheMax)

Simplify complex IUL conversations with  
easy-to-understand charts & scenarios  
in consumer approved sales tool



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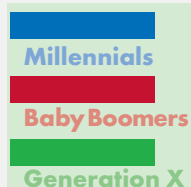
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### Generation Matters [aig.com/GenerationMatters](http://aig.com/GenerationMatters)

Improve sales across any generation with tailored client prospecting and training materials



### Rapid Rater

Get quotes to help you understand a proposed policy



### Policy Review

Any client can benefit from a policy review every 3 – 5 years



### Advanced Sales [aig.com/advancedsales](http://aig.com/advancedsales)

We will help you attract and retain affluent and business-owner clients



### Beneficiary Review

We provide you with all the tools you need



### InsMark Playbook

Illustrations custom built for your clients needs



### Prospecting Playbook

Mine hidden gems and polish your prospecting skills with new clients.



### Life Insurance Awareness Materials (LIAM)

Life insurance awareness resource



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### Submitting & Doing Business

[Underwriting Playbook](#)

[New Business Playbook](#)

[Field Underwriting Guide](#)

[AG Quick Ticket Playbook](#)



### AIG Executive Summary

One page update on Underwriting, Sales, Marketing, Product and Service



### American General Life (AGL)

[AGL Highlights](#)

[Financial Fact Sheet](#)

[AIG Keeping Our Promise](#)

[Earning your Trust](#)

[Video](#)

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