



Getting the
most out
of Life

in
sync

Benefits that go
beyond a lump
sum payment

Help Clients Look at Life Differently

Life Insurance Awareness Month (LIAM) – the industry’s annual effort to promote the importance of life insurance coverage – is here.

This year, use a different angle to get clients thinking not only about life insurance, but value-added programs and services that can go a long way to help employees ... as "life" is happening to them.

How might these benefit your clients?
Decreased absences, improved productivity and greater employee satisfaction.

Learn how you can turn life insurance awareness into action, and help foster a more engaged workforce for your clients.



 GET ACTION PLAN

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