Life Insurance & CII Bundle Offer Marketing Kit

Use these ready-to-use resources to activate this offer. Clients can get a 10% discount on CII premiums — for the life of the policy — when bundled with eligible life insurance in Sun eApp. Offer ends December 31.

Resource	How to use it
Promo Slides	A shareable promotional slide highlighting Client benefits for presentations and meetings.
Client one-pager	This Client-friendly printable PDF explains the offer and outlines the value of combining life insurance and critical illness insurance. Advisors can use it as an easy take-away piece following Client conversations.
Advisor Guide	Helps strengthen Client conversations and answer questions about how each solution in the bundle supports different protection needs.
Advisor to Client Email Templates	Use this template to reach out to Clients and let them know about the bundle offer.

Sunlife