

Life Insurance & CII Bundle Offer

Marketing Kit

Use these ready-to-use resources to activate this bundle and offer more complete protection to Clients – and help them save 10% on critical illness insurance premiums for life when bundled with an eligible life insurance solution.

Resource	How to use it
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.

