



Ten-Second Annuity Summary

Grab your customer's attention with the "Ten-Second Annuity Summary"

When a customer is walking out the door and asks a general question about investments, are you prepared with a quick response like the following?

COULD YOU BENEFIT
FROM A COMPETITIVE YIELD
THAT LETS YOU CHOOSE
WHEN TO PAY TAXES?

DOES 7%
TAX-DEFERRED
INTEREST YOU?

If you catch their attention, be prepared to ask for the appointment.

I'D BE HAPPY TO
TELL YOU MORE ABOUT IT.
COULD YOU COME BACK
TOMORROW AT 2:00 P.M. OR
TUESDAY AT 10:00 A.M.?

I KNOW YOU ARE
IN A HURRY, SO WHY
DON'T WE MAKE AN
APPOINTMENT TO TALK
ABOUT THIS FURTHER?

Now you are ready to take advantage of those situations when you have only a few seconds to catch someone's attention. Here are some suggestions for creating your own "Ten-Second Annuity Summary."

- Mention only two or three major benefits to the customer.
- Put it in your own words and use words you are comfortable with.
- Practice until you can say it clearly and with impact.

**Be prepared for every sales opportunity—
even when you have only ten seconds!**