

Six digital selling resources you can use today!

In today's current environment, it's important that you have flexibility and options.

We want to help our agents and agencies continue to protect their clients, even if face-to-face meetings aren't possible.

Here are some ways to keep educating and connecting with your clients, in light of current health concerns:

- 1. Digital marketing tools** – Share our educational marketing tools via email with clients to start the life insurance conversation.
[How an index account works website](#)
[What is IUL? video](#)
[The power of living benefits video](#)
- 2. Video Meeting Options** – There are a lot of options out there today to have successful video meetings with clients. Vendors like GoToMeeting, Zoom and even video calls through Skype, WhatsApp or FaceTime all allow for professional digital meeting options.
- 3. Use our web-based illustration software & SimpleSubmit® e-app** – Get [quotes and illustrations](#) online so you can share them with clients, plus use our [electronic app](#) for an easy digital application process.
- 4. Online Health Questions** – We recently updated our [accelerated underwriting program](#) to allow your client to provide their lifestyle and medical history on an Online Part 2 Application. This gives clients the ability to complete their Online Part 2 confidentially, from the privacy of their home at any time from any electronic device.
- 5. e-Signature** – Our e-app offers flexible signing options, including e-signatures, so no face-to-face meetings are necessary.
- 6. eDelivery Option** – We understand that digital copies of policies would be an additional benefit during this time of social distancing. With this in mind, we are allowing the client to receive a copy of the policy via a secure email. Please refer to our [COVID-19 resource page](#) for instructions on receiving a digital copy of the policy. We continue to fast track our ability to bring you an end-to-end eDelivery in the future.

Thank you for your continued loyalty to North American.

Let's continue to work together to protect customers and keep everyone's safety in mind during these challenging circumstances.

GoToMeeting, Zoom, Skype, WhatsApp, and FaceTime are independent third-party platforms and are not affiliated with North American. North American does not endorse or promote any one platform; you should consider those that best support your business model and technology resources.

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