

**LIFE INSURANCE SALES
REPRESENTATIVE**

by

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A Research Paper

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ABSTRACT

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ABSTRACT

The Life Insurance Sales Representative Work Sample will consist of various headings. These headings will include an introduction, instructions to the evaluator, administration procedures, scoring, insight, development data, and construction data.

The Work Sample will consist of separate sections that an evaluator can use to determine the skills and aptitudes of individuals expressing an interest in sales related fields.

In the Dictionary of Occupational Titles a code of .257 for Data-People-Things was assigned, that would indicate the job requires average to above average aptitudes. Required reading, math memorization, and communication skills may be needed to perform this work sample.

Prior to administering the Work Sample the evaluator will have an opportunity to present materials to each individual about related professionals and similar jobs.

Besides determining an interest in the area of sales, you will also be able to find other valuable information that may help an evaluator draw a conclusion. Some of this information would include communication skills, eye hand coordination, ability to read charts, follow instructions, use a calculator, and retain information.

Data from the Work Sample may be gathered by observing an individual during the administration and checking the completed work for accuracy.

ABSTRACT

This is a Work Sample that if used accurately will provide the evaluator with a valuable tool to use with individuals who have expressed an interest in the area of sales. It will also provide to the person being evaluated an idea if he or she would truly be interest in this area of employment.

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I. INTRODUCTION

A. Title

LIFE INSURANCE SALES REPRESENTATIVE

B. Assessment Description

The Life Insurance Sales Representative Work Sample consists of three separate sections in which the consumer uses charts to show various scenarios, explain a product including the cost along with completing the appropriate paperwork and forms.

The use of a separate section enables the evaluator to obtain performance measures of similar tasks. This Work Sample may take additional time and needs to be monitored closely by the evaluator. The additional time is used to evaluate the consumer's:

1. Ability to study products so that they can describe the merits of their products.
2. Ability to retain information, maintain concentration, focus, and arrange a demonstration. It is also used to evaluate the strength of social and communication skills.
3. Ability to use a calculator, fill out forms correctly, use a rate chart to quote prices, explaining terms of the use of the products.
4. Ability to maintain eye contact while explaining products, make suggestions, explain features, and make suggestions that meet the buyers needs.

C. Job Listing

The LIFE INSURANCE SALES REPRESENTATIVE WORK SAMPLE job analysis performed on this work sample resulted in assigning the Data-People-Things (DPT) code of .257 to the work sample. In the Dictionary of Occupational Titles (D.O.T) classification system a .257 job requires above average relationship with people (Persuading), minimal relationship with things (Handling), reviewing and studying materials, face to face communication with clients explaining features, reviewing charts, quoting prices and completing paperwork. All .257 jobs are under the Clerical and Sales Occupation Worker Trait Group Arrangement (DOT Volume I, page xxxi) and require training. The job on which this work sample is based (see Appendix A, Job Analysis Schedule is described in the Dictionary of Occupational Titles under "Sales Agent Insurance" (Volume I, page 219, and has a DOT code of 250.257-010).

D. Related Jobs

Examples of related jobs would be:

- 260.257-010 Sales Representative Livestock
- 250.157-010 Superintendent, Sales (construction)
- 253.257-010 Sales Representative, Telephone Service
- 273.357-022 Sales Representative Motor Vehicle and Supplies
- 275.357-034 Sales Representative Office Machines
- 279.357-026 Sales Representative Paper and Paper Products

Employment tasks consist of selling products such as insurance and advertising. They advise customers of the capabilities, uses, and other important features of these products and services along with helping them choose those best suited to

meet their needs. They work for manufacturers, wholesalers, and insurance financial and business service institutions. Also included are workers who buy products and materials for resale while working for themselves (The Enhanced Guide for Occupational Exploration, 1991). Employees in this field should possess or have the ability to develop skills and abilities that include, but are not limited to expressing self advantageously when talking to potential customers to dissertate features of products. Other skills and abilities include quoting rates for products, keeping accurate records, maintaining focus during sales demonstrations, etc.

Where to write for more information:

National Retail Federation
Information Resources
Suite #1000
325 7th St. NW
Washington, DC 20004

E. Validity

Face/Content Validity was investigated by comparison of the job requirements as itemized on the Job Analysis (See Appendix A) and the requirements to complete the work sample. Duplicating detailed work tasks as identified in the job analysis and implementing them into the work sample demonstrated face validity.

Please see job analysis (Appendix A) for validity purposes. This work sample was administered 5 times to gain initial validity and norming data along with troubleshooting. Duplicated detailed work tasks of the work sample and required tasked of a Life Insurance Representative indicated a degree of relationship.

Norms for both performance and error scores are preliminary, it is encouraged to

develop more adequate standards such as using a minimum of 30 administrative trials. Following the job analysis will be norming information (Appendix B).

II. Instructions to the Evaluator

Because of the administrator's instructions and ability for the consumer to retain information, it is important to give the consumer an adequate amount of time to review and feel comfortable with the material prior to administration.

Required 11th for 12th grade reading, math, memorization, or communication skills may be necessary to perform the work-sample. There may also be educational impairments or precautions that affect work sample performance, outcomes, or recommendations.

A. Prerequisites

Achievement Tests/Recommended 11th or 12th Grade Reading Level.

B. Work Sample Conditions

1. Work environment should be lighted, indoors, minimal noises, and at a desk or table.
2. Sitting at a desk.
3. Semi to professional dress.
4. Eye contact/communication skills.

The evaluator should have the test area prepared with a table or desk. The areas should be in a well-lighted area with some distractibility to reflect testing conditions.

C. Administrative Equipment

1. Pen/Paper
2. Calculator/Adding Machine

3. Sales Manual
4. Application
5. Rate Book
6. Work Sheet
7. Desk or Table with chairs
8. Timing Device
9. Consumer observation Forms

D. Set up and Breakdown

Proceeding to carry out the administration the evaluator should check to see that all equipment and materials are present.

- * Unaccustomed information and wording should be explained in detail to the consumer in the practice session.
- * The work sample should be stored in an orderly fashion to ensure items can be found when needed.

Prior to administration the evaluator should check to see that all the pages are in the correct order. The correct forms and rate tables are within proximity of the workstation.

The consumer may be given a chance to look over the information before administration. You should also give the consumer time to ask questions.

The consumer should complete the example on how to figure annual premiums using the rate tables. Once completing the trial the consumer should wait to have the forms corrected for accuracy.

The evaluator should review the forms for accuracy and answer any questions the consumer may have.

III. Administration

A. Consumer Orientation

Note to the evaluator: This orientation is to be presented to each individual prior to administration of the Life Insurance Sales Representative work sample.

Information should be read aloud and the client should be allowed to explain the steps and ask questions. The purpose of this section is to update the consumer about sales related professionals and similar sales jobs, which related to this work sample. All information should be reviewed with the consumer. Information should be delivered in a formal and professional manner along with answering any question the consumer may have.

The Life Insurance Sales Representative Work Sample that you will be taking shortly will help you find out several things about you. One thing it will tell us is how well you can do on sales related types of employment and if you have an interest in this type of work.

First I would like to tell you a few things about sales related jobs.

Occupational Description: Sales representatives sell products on a wholesale basis to other wholesale/ retail companies or individuals. They must be familiar with their company's products, inventories, and pricing policies. They study the competition products so that they can describe the merits of their products over those of their competitors. Sales representatives show their customers samples of

products and arrange demonstrations. They quote prices; explain credit terms or billing procedures and discounts available to customers. They explain the terms of their lease for the use of their products. They process orders, arrange delivery of products, services and resolve customer complaints. Sales representatives often work more than 40 hours per week. They travel regularly to meet with customers and put in long and irregular hours at night and during the weekends writing reports, orders, and using the phone to coordinate orders.

Sales representative work out of offices at their companies or independent contractors, which work out of their own homes. Much of their time is spent in the offices of potential customers.

Advantages and Disadvantages:

Sales representatives like working independently and setting their own goals.

Many find satisfaction in making sales.

Working long hours away from home and handling complaints are disadvantages.

Method of Entry:

Sales representatives should have sales experience, an associate degree, or a two-year vocational diploma to better an individual's chance of landing a sales related position.

Sales positions are very important in day-to-day activity, every operation has something, which they needed to purchase to operate their home or business, and these products were also sold to them. Local places of employment would include local life insurance branches such as Lutheran Brotherhood and State Farm. Other related jobs include but are not limited to your local car dealerships, heavy equipment dealers, retail stores, etc. Your work activities would depend upon your specific job. Work conditions will vary from job site to job site, usually being well groomed and professionally dress if necessary. Work conditions will vary pending on the customer and job; some meetings may be conducted in office settings, client's homes, or in restaurants. Most jobs require meeting new people; some involve extensive travel, ability to work under stress. Some will work on a straight commission or receive a salary. Commissions are usually a portion of the selling price of an item.

Besides telling us how much you like sales related jobs, it will also address and provide us with other information. For instance it will tell us how well you can communicate, listening skills, eye hand coordination, reading chart, following instructions, filling out paperwork, ability to retain information, thinking on the spot and make decisions. After you complete the work sample exercise it will tell us if you have the potential and willingness to learn necessary skills and assist us in drawing a conclusion. Do you have any questions?

B. Practice Session

Evaluator Note: Read the following instructions to the client, demonstrate procedure of completions and allow consumer to ask questions of the exercise. (See Appendix C for diagram of proper completion).

The evaluator stands in front of the desk.

Introduction

Your task will be to present a sales demonstration on Life Insurance (point to sales manual), quote monthly premiums (Point to Life Products Portfolio of Premium Rates), and fill out paperwork as necessary (Point to the work sheet).

Please stand beside me and observe closely the procedure while I show you how to do it.

The evaluator sits in a chair at a table or desk.

Rate Chart

One of the most important processes when completing an application is proper premium calculation for two reasons:

1. It is vital that the client be aware of the expected premium payments for a particular plan.
2. Failure to submit proper money due to incorrect premium calculations could result in commission problems.

Pick up rate chart flip open to premium chart PL-20 Non-tobacco find age 32 and 40 Non- Tobacco Use. The total premium for the policy including any

supplemental benefits may be calculated as follows.

For basic life insurance coverage find the persons age on the rate chart and amount of coverage they would like. Take the annual premium per unit and multiply the number of units rounding to the highest cent. Then add the policy fee to the result. For years 2-15 the premium rate will be different and also when calculating the premiums for Riders, follow the steps above. Finally multiply by the modal factor client prefers.

Annual - 1

Semi-Annual - .52

Quarterly - .265

Monthly - .095

(A **unit** of life insurance is considered \$1,000).

The insuring age of the applicant is the **age nearest birthday and is the age of the applicant on the birthday that is within 6 months** of the policy date. This age determines premiums, medical requirements, and eligibility for plan.

Sales Presentation

Take the Life Insurance Sales Manual arranged in front of you and the client for proper viewing, open to page 1 and present demonstration. Read page 1 to client and add accurate information without miss leading as you feel necessary and maintain eye contact sporadically. (See Appendix E)

Subsequently turn to page 2,3,4,5,6,7,8,9,10,11,12, and 13 to read and present information in a professional manner adding or deleting information as necessary.

Rate Chart

Upon completion of the presentation, complete the worksheet

The total premium for the policy including any supplemental benefits may be calculated as follows.

1. For basic life insurance coverage find the persons age on the rate chart and amount of coverage they would like. Take the annual premium per unit and multiply the number of units rounding to the highest cent. Then add the policy fee to the result. For years 2-15 the premium rate will be different and also when calculating the premiums for Riders, follow the steps above. Finally multiply by the modal factor client prefers.

Annual - 1

Semi-Annual - .52

Quarterly - .265

Monthly - .095

(A **unit** of life insurance is considered \$1,000).

Completed Paperwork

Take the completed work sheet, work sample, and return to the evaluator when completed.

Presently the sales demonstration and paperwork is complete. Are there any questions?

Interval to take break

Due to the difficulty of reading a rate chart, I will demonstrate it to you again. Please have a seat and try this again. After the consumer is comfortable, the evaluator says.

Now that you have learned the presentation and understand how to fill out the paperwork prepare yourself to begin.

You may begin when ready.

C. Performance Session

Performance and Quality Instructions

I plan on observing you to see how long it takes you to go through the sales demonstration and complete the paperwork. You will also be observed for personality traits that make a good sales person.

Flip to our sales presentation open to the first page and wait to begin

Start Observation

At various intervals throughout the work sample the evaluator will observe the consumer for specific behavior and strengths.

IV. Scoring

A. Criteria

The techniques used for scoring and drawing a conclusion will include scoring for time performance, errors, post interview, and a task observation-recording sheet for recording behaviors. All scores will be documented on a provided score sheet where both time performance and error scores can be documented.

The performance score is the total accumulated time for completing the demonstration, application, and worksheet. Time score starts as soon as the evaluator states you may not begin working. **It should be noted that performance is not an indicator of future success and one should not be judged on the amount of time that it takes to complete this work sample.**

The error score is based on the accuracy of completion on the work sheet, each wrong score counts against the quality of performance. The score is only based on the number of errors.

When scoring the post interview this is left up to the interpretation of the evaluator.

It would be best that during the administration of the work sample the evaluator make definite observations of the consumers work personalities, temperaments, and overall behaviors. Observations can be discussed during the post interview and keep in mind the overall feeling of the consumer.

B. Tables: See Appendices.

Appendix A- Job Analysis

Appendix B- Norms

Appendix C- PI-20 Premium Rate Chart Practice Session

Appendix D- PI-20 Evaluators Example Practice Session

Appendix E- Sales Demonstration

Appendix F- Score Sheet

Appendix G- Task Observation Rating Form

Appendix H- Key Used for Scoring

Appendix I- Follow-up Interview

Appendix J- Work Sheets

Appendix K- Premium Rate Charts Administration Session

C. Forms

Forms used for documentation of observations, scoring, and rating of the work sample will be included in the Appendix. The four main sources of forms used for documentation include:

1. The Task Observation Rating Form will be used to identify and document all behaviors, aptitudes, and accuracy of application during the consumer's performance session. (See Appendix G)
2. Key used for scoring the Work Sample work sheet. (See Appendix H)
3. The follow-up interview should be given orally to the consumer immediately at the conclusion of the work sample documenting likes, dislikes and overall reactions of the consumer. (See Appendix I)
4. Work Sheets. (Appendix J)

V. Insight

One needs to keep in mind that it usually takes 2-4 weeks to become efficient at learning sales demonstration material and feeling comfortable in presenting the information to a person or group of people. Valuable interpretations of observed

behaviors are critical in validating and recommending future success. Although, it is critical with this work sample to fully understand and verify observations, interpretations, and recommendations to see that information gathered is accurate in reflecting consumer's true feelings.

The follow-up interview should be regarded as one of the more important data gathering tools. It should be given orally to the consumer immediately at the conclusion of the work sample documenting likes, dislikes, interpretations, and overall reactions of the consumer. The evaluator can review some of the direct questions from the follow up work sheet to ask, they should also have some specific questions ready to ask that pertain specifically to the consumer:

1. Keeping in mind that most people who work in the area of sales have additional time to prepare and study the products they represent, how comfortable did you feel presenting the material?
2. Did you have difficulty retaining the information and interpreting the premium charts?
3. Overall, did you like/dislike this work sample?
4. Would you consider yourself a people person? Enjoy talking to people? Listening to people? Ability to take rejection? Ability to be persistent in person and on the phone?
5. Do you enjoy completing a lot of paperwork?
6. Can you tolerate sitting at a desk for extended periods?
7. Would you be open to meeting with customers in a variety of setting?

8. How do you think you would like to dress up every day presenting a professional attitude at all time?
9. How would you rate yourself or feel you did on this work sample?
10. Are you someone that can manage your money well and accept commission-based sales?

In the event a consumer is interested in sales related jobs, demonstrates ability, interest, and desire to learn the material during the orientation and practice session the performance should continue to improve during each administrative trial.

VI. Development Data

A. Description of Analysis

The work sample was designed to assess individual aptitudes and interest in sales related fields. It was also designed not to compare the consumer to fully trained individuals in the field. Comparing people who have a desire to train in this chosen field would benefit more from the work sample. Performance speed is not relevant, but only given to estimate time that other subjects may take.

B. Norming Method

Quality rating standards would be used for rating the quality and performance criteria of the work sample. Norms for both performance and error scores are preliminary, it is encouraged to develop more adequate standards such as using a minimum of 30 administrative trials. Following the job analysis will be norming information (Appendix B).

Norms would be developed as follows:

Quality

Excellent	Above Average	Average/ Occasional Errors	Below Average Too Many Errors	Poor
0-2	2-4	4-6	6-8	8 or more

Number of Errors

Performance

Excellent	Above Average	Average	Below Average Too Slow	Poor
10-20	20-30	30-45	50-55	55 or more

Time in Minutes

B. Reliability

No statistics available at this time.

VII. Construction

A. Diagrams/Charts (See Appendix E,J,K)

B. Materials List

Construction materials will need to be ordered from the developer due to the content of the work sample. In the event the work sample is ordered from the developer, once the order is received it would be mailed out within 3 business days. One should keep in mind postal delays and holidays.

C. Assembly Instructions

The Sales demonstration on How to Take Control of Your Finances and Your Life was composed from an actual sales demonstration used by a business conglomerate in the insurance industry. The sales presentation material had been edited from its original literature and scanned into Microsoft Word for further editing into its original presentation format.

The layout of the premium rate tables was developed from actual sales material used by a business conglomerate; it was again scanned into Microsoft Word for editing into its original format.

The following sales demonstration and rate tables were developed.

1. Sales Demonstration
2. Four Premium Rate Charts
3. One Work Sheet
4. Key Used for Scoring

All of the rate charts, work sheet, application, and sales demonstration material were arranged in a three ring binder. (See Appendices E,H,J)

VIII. Bibliography

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Time, January 30, 1995

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“Life Insurance Fact Book” 1994.

“Monitoring Attitudes of the Public” 1994.

Appendix A

JOB ANALYSIS REPORT

Page 1 of 5

1. Job Title Life Insurance Sales Representative

2. Ind. Assign. Life Insurance Sales Representative and other related sales positions.

3. Stress Related Codes (E) (A) (S)

4. Job Summary:

Sales representatives sell, demonstrate, advise, and inform customers about various products to assist them in choosing the best products for there needs.

5. Work Performance Ratings

Worker Functions D P T

 2 5 7

Work Field Merchandising, Sales **Code** 292

MPSMS Code 890 General Business, Finance, Insurance, & Real Estate

Services.

6. Worker Traits Rating

GED Reasoning (4), Mathematical (3), Language (2)

SVP (3)

Aptitudes G3V2N2S3P3Q2K2F4M4E4C4

Temperament (D)(F)(I)(J)(M)(P)RS(T)(V)

Appendix A

JOB ANALYSIS REPORT

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Interests Factors	(1) 2 3 4 5 6 (7) (8) (9) 10 (11) 12
Physical Demands	Vision (L), Hearing (G), Lifting (S), Other (W) (H)
Environmental Conditions	IO(B)
Salary	1 2 3 4 (5)
Outlook	1 2 3 4 (5)

7. General Education

* High-School

*Insurance Licensing Classes and passing the state examination.

8.JOB SUMMARY:

Coordinates appointments, reviews studying material, putts together information to be presented in a professional manner, performs face to face contact with clients explaining features of a product, reviews charts, quotes prices and completes paperwork.

9. DESCRIPTION OF TASKS:

1. Contacts potential customers to set up scheduled appointment times to present a Sales demonstration (products) and quote prices. Contacts can be made by using a telephone and/or soliciting people, this includes developing advertisement for Local newspapers and various other public service announcements. (10%)

Appendix A

JOB ANALYSIS REPORT

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2. Meets with customers in a variety of environmental conditions listening to the customers needs, presenting various products including charts and presentation material. This includes following a scripted sales presentation being able to adapt to different questions throughout the presentation. (40%)
3. Documents accurate information obtained during the presentation, cross-references that information with charts to quote accurate and precise monthly premiums. (35%)
4. Completes necessary paperwork in a precise manner. (15%)

10. WORK DEVICES:

A variety of environmental conditions, presentations can be performed in an office setting with a controlled environment (office desk, air conditioning) or where the customer resides in which the environmental conditions could have numerous variables (no desk, hot, dusty, etc). Other devices would include a computer to demonstrate the pros and cons of various products, paper, pen, calculator, diagrams, and application material.

11. VOCATIONAL PREPARATION:

Minimum education would be that of a High-School education. Recommended vocational preparation would be at a minimum a Two- year vocational degree, Four-year degree preferred. Completing the State Regulations and Licensing classes (30hrs.) and passing of a State examination are also a requirement prior to

Appendix A

JOB ANALYSIS REPORT

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practicing life insurance sales. Reading comprehension should be at least at the 12th grade level.

8. Vocational

- a. College - None- but preferred
- b. Vocational - None- but preferred
- c. Apprentice – None 30 day training period

12. JOB TRAINING TIME:

One-month observation of training methods recommended.

13. LICENSE, ETC:

Completion of State Regulations and Licensing Classes which consist of 30 hrs of classroom instruction.

State Resident Intermediary Certification, which consists of passing the State examination.

14. PROMOTION AND SUPERVISION:

Promotion from Resident Intermediary to Resident Intermediary Series 6 and 63 certifications, District Manager.

Supervision Received (title) Branch Manager

15. WORK FIELD:

A will consist of a variety of environmental conditions, presentations can be performed in an office setting with a controlled environment (office desk, air

Appendix A

JOB ANALYSIS REPORT

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conditioning) or where the customer resides in which the environmental conditions could have numerous variables (no desk, hot, dusty, etc).

16. GENERAL COMMENTS:

Sales representatives demonstrate, sell, advise, and inform customers about various products to assist them in choosing the best products for their needs. This position requires excellent communication skills; ability to respond quickly for various scenarios, retain information, and act in a professional manner at all times. A position like this requires a person to be flexible and personable.

17. DATA COLLECTION METHOD (S):

Observation, Interview, and Review of Completed Work:

Data Source(s):

The main three sources that are used for collecting data include:

The Task Observation Rating Form will be used to identify and document all behaviors, aptitudes, and accuracy of application during the consumers performance session.

Work Sample work sheet.

The follow-up interview should be given orally to the consumer immediately at he duration of the work sample documenting likes, dislikes, and overall reactions of the consumer.

Appendix B

Norm Group

Age	Gender	Highest Grade Completed	Performance In Minutes	Error
32	M	2 Year Associates Degree	29	0
43	M	G.E.D	49	9
31	F	Bachelor's Degree	36	2
55	M	High-School Diploma	39	4
24	F	11 th Grade Education	43	6

This volunteer norm group is from a random sample of the population. One of five volunteers had experience in the sales and marketing of Life Insurance. Two of five report experience in sales/marketing related fields.

Appendix C

NON-TOBACCO USE		BANDED PL-EAGLE 20					SCHEDULED	
ANNUAL PREMIUM RATES PER \$1,000 FACE AMOUNT BANDED BY TOTAL COVERAGE								
ISSUE OR RE- ENTRY LAST AGE	AGE	---- TO \$99,999	\$100,000 TO \$149,999	\$150,000 TO \$199,999	\$200,000 TO \$249,999	\$250,000 TO \$499,999	\$500,000 & ABOVE	DISABILITY WAIVER OF PREMIUM
18	37	\$1.65	\$1.55	\$1.50	\$1.22	\$1.20	\$1.17	.10
19	38	1.65	1.55	1.50	1.22	1.20	1.17	.10
20	39	1.65	1.55	1.50	1.22	1.20	1.17	.10
21	40	1.65	1.55	1.50	1.22	1.20	1.17	.10
22	41	1.65	1.55	1.50	1.22	1.20	1.17	.10
23	42	1.65	1.55	1.50	1.22	1.20	1.17	.10
24	43	1.65	1.55	1.50	1.22	1.20	1.17	.10
25	44	1.65	1.55	1.50	1.22	1.20	1.17	.10
26	45	1.65	1.55	1.50	1.22	1.20	1.17	.10
27	46	1.66	1.56	1.50	1.23	1.21	1.18	.10
28	47	1.68	1.57	1.50	1.24	1.22	1.19	.10
29	48	1.71	1.60	1.53	1.27	1.25	1.22	.10
30	49	1.74	1.64	1.57	1.30	1.28	1.25	.11
31	50	1.83	1.72	1.64	1.36	1.34	1.31	.11
32	51	1.92	1.80	1.72	1.43	1.40	1.37	.11
33	52	2.03	1.90	1.81	1.50	1.47	1.44	.11
34	53	2.16	2.03	1.94	1.60	1.57	1.54	.12
35	54	2.31	2.17	2.08	1.72	1.69	1.66	.13
36	55	2.52	2.36	2.26	1.87	1.84	1.80	.14
37	56	2.76	2.58	2.47	2.05	2.00	1.96	.15
38	57	3.03	2.82	2.70	2.24	2.18	2.14	.17
39	58	3.34	3.11	2.98	2.46	2.40	2.36	.18
40	59	3.68	3.43	3.29	2.74	2.65	2.61	.20
41	60	4.09	3.81	3.65	3.04	2.94	2.90	.23
42	61	4.56	4.23	4.06	3.38	3.27	3.22	.25
43	62	5.08	4.70	4.51	3.76	3.63	3.58	.28
44	63	5.54	5.13	4.93	4.11	3.97	3.92	.30
45	64	6.06	5.61	5.39	4.50	4.34	4.29	.32
46	65	6.66	6.16	5.91	4.94	4.76	4.70	.42
47	66	7.32	6.76	6.49	5.42	5.22	5.16	.46
48	67	8.05	7.43	7.13	5.95	5.73	5.67	.56
49	68	8.87	8.00	7.68	6.41	6.17	6.11	.69
50	69	9.33	8.61	8.27	6.91	6.65	6.58	.83
51	69	10.06	9.27	8.91	7.44	7.16	7.09	.90
52	69	10.83	9.99	9.59	8.02	7.70	7.63	1.05
53	69	11.67	10.75	10.33	8.63	8.29	8.21	1.14
54	69	12.08	11.20	10.80	9.15	8.83	8.75	1.30
55	69	12.51	11.67	11.28	9.71	9.40	9.33	1.47
56	69	13.04	12.21	11.83	10.28	9.98	9.91	* 1.59
57	69	13.59	12.78	12.40	10.89	10.59	10.52	* 1.71
58	69	14.16	13.38	13.01	11.54	11.25	11.18	* 1.85
59	69	15.69	14.94	14.59	13.18	12.89	12.83	* 2.02
60	69	17.34	16.64	16.30	14.96	14.69	14.63	
61	69	* 18.87	* 18.18	* 17.85	* 16.54	* 16.27	* 16.21	
62	69	* 20.52	* 19.84	* 19.52	* 18.24	* 17.98	* 17.92	
63	69	* 22.28	* 21.63	* 21.32	* 20.08	* 19.83	* 19.77	
64	69	* 22.68	* 22.18	* 21.93	* 20.94	* 20.75	* 20.70	
65	69	* 23.03	* 22.69	* 22.51	* 21.82	* 21.69	* 21.65	
66	69	* 23.28	* 23.02	* 22.87	* 22.33	* 22.23	* 22.20	
67	69	* 23.46	* 23.29	* 23.19	* 22.61	* 22.74	* 22.71	
68	69	* 23.61	* 23.51	* 23.46	* 23.26	* 23.22	* 23.21	
69	69	* 24.90	* 24.90	* 24.90	* 24.90	* 24.90	* 24.90	
70	70	* 27.17	* 27.17	* 27.17	* 27.17	* 27.17	* 27.17	
ANNUAL		POLICY FEE: \$60.00	\$65.00	\$70.00	\$75.00	\$80.00	\$85.00	

NOTE: To determine the ANNUAL PREMIUM, multiply the number of units desired by the ANNUAL RATE. Perform this calculation for each person to be insured. Then add the ANNUAL POLICY FEE shown above.

* Renewal Rates Only.

Appendix D

**FIGURE 1
DIAGRAM OF PROPER COMPLETION
EVALUATORS EXAMPLE**

Work Sheet

Banded PL - Eagle 20

***Table of Model Factors For Figuring Premiums**

Annual	1.00
Semi-annual	.52
Quarterly	.265
Monthly	.095

Non-Smoker

Male

Age: 32

D.O.B: 1/6/69

Amount of coverage: \$75,000

Cost of Premiums for 1st year $\underline{\$1.92} \times \underline{75}$ UNITS = $\underline{\$144}$ Plus Annual Fee $\underline{\$60}$ =

$\underline{\$144} + \underline{\$60} = \underline{\$204}$ yr.

Cost of Premiums **per year** for 2-15 years $\underline{\$144} + \underline{\$60} = \underline{\$204} \times \underline{14}$ years = $\underline{\$2,856}$

*Cost for paying quarterly premiums $\underline{\$144} + \underline{\$60} = \underline{\$204} \times \underline{.265} = \underline{\$54.06}$

Non-Smoker

Male

Age: 40

D.O.B: 11/12/61 *Remember **to round up** Age if Birthday falls after June 1st.

Amount of coverage: \$75,000

Cost of Premiums for 1st year $\underline{\$4.09} \times \underline{75}$ UNITS = $\underline{\$306.75}$ Plus Annual Fee $\underline{\$60}$ =

$\underline{\$306.75} + \underline{\$60} = \underline{\$366.75}$ yr.

Cost of Premiums **per year** for 2-15 years $\underline{\$366.75} \times \underline{14}$ years = $\underline{\$5,134.50}$

*Cost for paying Monthly premiums $\underline{\$366.75} \times \underline{.095} = \underline{\$34.84}$

Sales Demonstration

Appendix E

Solutions

How to Take Control

Of

Your Finances and Your Life

This is About You

Your Dreams

Your Family

Your Happiness

Your Solutions

Appendix E

Today's Society Is Built For Profits, Not People. Families have been Abandoned.

Yesterday

Neighborhood Grocery

Family Physicians

Corner Drugstore

Lifelong Employees

Local Banker

Today

Supermarket

Drop In Clinic

Discount Pharmacy

Corporate Takeover

Teller Machines

Have you ever felt abandoned by the institutions you used to trust?

Appendix E

People Today Are Facing A Variety Of Financial Dilemmas

79% of Americans say they are worried about saving for the future and what would happen in the event their spouse passed away. ¹

More young people believe social security will not be there when they retire. ²

The death benefit of the average life insurance policy in force would replace the breadwinner's income for less than two years.³

Time, January 30, 1995

Poll for the Third millennium, conducted by Frank Luntz and Mark Siegel, September 8-10, 1994
1994 Life Insurance Fact Book.

Who We Are

**Largest financial services marketing
organization in North America**

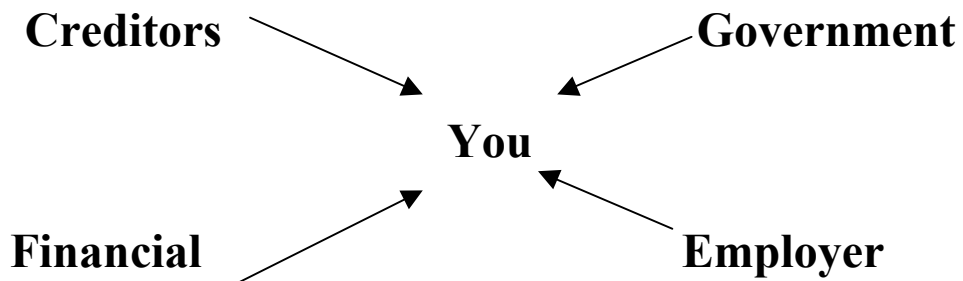
100,000 representatives in the US

In business since 1924

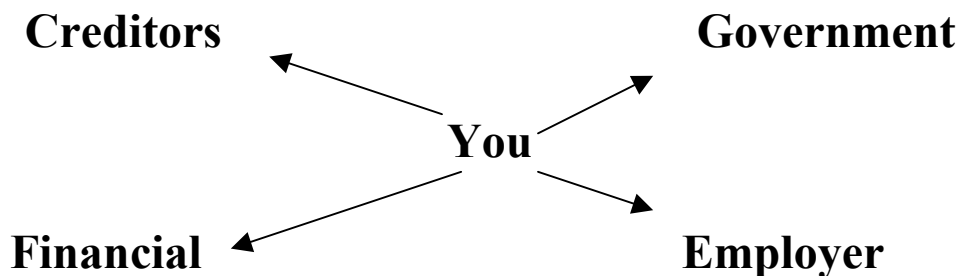
More than 4million clients

The Facts of Life

Fact: Most people are controlled by outside forces.



Solution: You take control and begin solving your financial problems and concerns



The Solution

You can take control by making your money work for you.

We can help families in three ways:

- 1. Asset Management**
- 2. Debt Management**
- 3. Protection Management**

Appendix E

Protection Management

The facts about protection

Industry average policy in force in 1993 was \$45,000₁

Average individual death claim paid in 1993 was \$11,500₂

Approximately 94% of all death claim payments to beneficiaries in the U.S. are less than \$50,000₃

According to a recent survey, the #1 problem associated with life insurance is difficulty understanding the policy₄

1-3 Source: 1994 Life Insurance Fact Book.

4 Monitoring Attitudes of the Public 1994, page 4

Two Basic Kinds of Life Insurance Companies

1. The kind with “savings” cash value life insurance.

**Whole Life
Interest Whole Life
Variable Life
Universal Life
Variable Universal Life.**

2. The kind that is pure protection: Term Insurance and invest separately.

**Annual Renewable Term
Decreasing Term
Level Term
Modified Term**

Appendix E

The Problem: Most People Are Over- premiumed And Under- Insured

How Much Do You Pay?
What Are You Paying For?

Premiums units per \$1,000

Universal Life	\$11.44
Variable Life	\$12.29
Variable Universal Life	\$12.87
Whole Life	\$17.49
*Term Life Insurance	\$2.74

Solution Buy Term and Invest the Difference

How Life Really Works

The Theory of Decreasing Responsibility

Age 30

Loss of income would be devastating

- 1. Children young**
- 2. High debt**
- 3. House mortgage**

Age 65

Retirement income needed.

- 1. Children grown**
- 2. Lower debt**
- 3. Mortgage paid**

Our Commitment To you

- 1. Explain our program**
- 2. Analyze your current plan**
- 3. Offer proposed solutions by saving or doubling your benefits.**

Your Commitment to me

If, when I come back I can offer solutions that are better for you and your family in every way, is there any reason we could not do business? Is there any reason you would not recommend my services to another person like yourself?

Appendix F
LIFE INSURANCE SALES
REPRESENTATIVE
SCORE SHEET
Example

Evaluator: _____ **Consumer:** _____

Date: _____ **Consumer ID #:** _____
Start Time: _____ **End Time:** _____

Time To Complete Task In Minutes	Normal Performance %	Error Score
60	10	20
55	15	18
50	20	16
45	30	14
40	40	12
35	50	10
30	60	8
25	70	6
20	80	4
15	90	2
10	00	0

Post Interview Score From Question #15

Other Comments:

Appendix G
Task Observation Rating Form
LIFE INSURANCE SALES
REPRESENTATIVE

Evaluator: _____	Consumer: _____
Date: _____	Consumer ID #: _____
Start Time: _____	End Time: _____
Errors: _____	_____

The following are some of the behaviors which to observe during the practice and administration of the work sample: (1) Retaining information (2) Concentration (3) Organization (4) Overall communication skills (5) Eye contact (6) Appearance (7) Interests (8) Ability to stay on task (9) Attention (10) Concentration.

Behavior and Observations

Positive	Negative

Other Comments: _____

Work Sheet: Is it filled out in an accurate, legible and timely manner?

**Appendix H
Scoring
Work Sheet
For
Banded PL - Eagle 15**

Non-Smoker**Male****Age:** 32**D.O.B:** 3/6/69**Amount of coverage:** \$75,000

Cost of Premiums for 1st year \$340.50 Plus Annual Fee \$60 = \$400.50

Cost of Premiums **per year** for 2-15 years \$106.50 Plus Annual Fee \$60 = \$166.50

Total cost of Premiums for 15 yr. \$1,831.50 Plus Annual Fees \$900 = \$2,731.50

Yearly cost for paying quarterly premiums 1st year \$106.13 years 2-15 \$44.12

Non-Smoker**Male****Age:** 40**D.O.B:** 9/2/61 ***Amount of coverage:** \$149,000

Cost of Premiums for 1st year \$1,287.36 Plus Annual Fee \$65 = \$1,352.36

Cost of Premiums **per year** for 2-15 years \$426.14 Plus Annual Fee \$65 = \$491.14

Total cost of Premiums for 15 yr. \$7,253.32 Plus Annual Fees \$975 = \$8,228.32

Yearly cost for paying quarterly premiums 1st year \$358.37 **per year** 2-15 \$130.15

Non-Smoker PL 15 Rider**Male****Age:** 33**D.O.B:** 3/28/69**Amount of coverage:** \$200,000

Cost of Premiums for 1st year \$270.00 Plus Annual Fee \$0 = \$270

Cost for paying quarterly premiums \$71.55

**Appendix H
Scoring
Work Sheet
For
Banded PL - Eagle 15**

Smoker**Male****Age:** 25**D.O.B:** 1/14/76**Amount of coverage:** \$45,000

Cost of Premiums for 1st year \$269.10 Plus Annual Fee \$60 = \$329.10

Cost of Premiums **per year** for 2-15 years \$84.15 Plus Annual Fee \$60 = \$144.15

Total cost of Premiums for 15 yrs. \$1,447.20 Plus Annual Fees \$900 = \$2,347.2

Yearly cost for paying quarterly premiums 1st year \$87.21 **per year** 2-15 \$38.20

Smoker**Male****Age:** 54**D.O.B:** 10/21/47 ***Amount of coverage:** \$501,000

Cost of Premiums for 1st year \$14,012.97 Plus Annual Fee \$85 = \$14,097.97

Cost of Premiums **per year** for 2-15 year \$6,427.83 Plus Annual Fee \$85 = \$6,512.83

Total cost of Premiums for 15 yrs. \$20,440.80 Plus Annual Fees \$1,275.00 =
\$21,715.80

Cost for paying quarterly premiums 1st year \$3,735.96 years 2-15 \$1,725.90

Appendix I

LIFE INSURANCE SALES REPRESENTATIVE

FOLLOW UP INTERVIEW

1. Keeping in mind that most people who work in the area of sales have additional time to prepare and study the products they represent, how comfortable did you feel presenting the material?
2. Did you have difficulty retaining the information and interpreting the premium charts?
3. Overall, did you like/dislike this work sample?
4. Would you consider yourself a people person?
5. Would you enjoy talking and communicating with people a majority of the day?
6. Can you tolerate listening to people?
7. Are you someone that can accept and/or take rejection?
8. Do you have the ability to be persistent and organized in person and on the phone?
9. Do you enjoy completing a lot of paperwork?
10. Can you tolerate sitting at a desk for extended periods?
11. Would you be open to meeting with customers in a variety of settings?
12. Would you like to dress up every day presenting a professional attitude at all times?
13. How would you rate yourself or feel you did on this work sample?
14. Are you someone that can manage your money well and accept commission-based sales?
15. Personal Interview Rating Score, on a scale 1-10 and 10 being confident you could learn the job tasks and would enjoy this type of work where would you rate yourself?
1 2 3 4 5 6 7 8 9 10

**Appendix J
Work Sheet
Banded PL - Eagle 15**

***Table of Model Factors For Figuring Premiums**

Annual	1.00
Semi-annual	.52
Quarterly	.265
Monthly	.095

**Non-Smoker
Male**

Age: 32

D.O.B: 3/6/69

Amount of coverage: \$75,000

Cost of Premiums for 1st year _____ Plus Annual Fee _____ = _____

Cost of Premiums **per year** for 2-15 years _____ Plus Annual Fee _____ = _____

Total cost of Premiums for 15 yr. _____ Plus Annual Fees _____ = _____

*Yearly cost for paying quarterly premiums 1st year _____ **per years** 2-15 _____

**Non-Smoker
Male**

Age: 40

D.O.B: 9/2/61 *

Amount of coverage: \$149,000

Cost of Premiums for 1st year _____ Plus Annual Fee _____ = _____

Cost of Premiums **per year** for 2-15 years _____ Plus Annual Fee _____ = _____

Total cost of Premiums for 15 yr. _____ Plus Annual Fees _____ = _____

* Yearly cost for paying quarterly premiums 1st year _____ **per year** 2-15 _____

**Appendix J
Work Sheet
Banded PL - Eagle 15**

Non-Smoker PL 15 Rider

Male

Age: 33

D.O.B: 3/28/69

Amount of coverage: \$200,000

Cost of Premiums for 1st year _____ Plus Annual Fee _____ = _____

*Yearly cost for paying quarterly premiums _____

Smoker

Male

Age: 25

D.O.B: 1/14/76

Amount of coverage: \$45,000

Cost of Premiums for 1st year _____ Plus Annual Fee _____ = _____

Cost of Premiums **per year** for 2-15 years _____ Plus Annual Fee _____ = _____

Total cost of Premiums for 15 yr. _____ Plus Annual Fees _____ = _____

* Yearly cost for paying quarterly premiums 1st year _____ **per years** 2-15 _____

Smoker

Male

Age: 54

D.O.B: 10/21/47 *

Amount of coverage: \$501,000

Cost of Premiums for 1st year _____ Plus Annual Fee _____ = _____

Cost of Premiums **per year** for 2-15 years _____ Plus Annual Fee _____ = _____

Total cost of Premiums for 15 yr. _____ Plus Annual Fees _____ = _____

* Yearly cost for paying quarterly premiums 1st year _____ **per year** 2-15 _____

NON-TOBACCO USE		BANDED PL-EAGLE 15					SCHEDULED	
PL-15YR L RIDERS								
ANNUAL PREMIUM RATES PER \$1,000 FACE AMOUNT								
BANDED BY TOTAL COVERAGE								
INITIAL PREMIUM PERIOD								
ISSUE AGE	LAST AGE	----- TO \$99,999	\$100,000 TO \$149,999	\$150,000 TO \$199,999	\$200,000 TO \$249,999	\$250,000 TO \$499,999	\$500,000 & ABOVE	DISABILITY WAIVER OF PREMIUM
18	32	\$1.48	\$1.39	\$1.35	\$1.10	\$1.08	\$1.05	\$.09
19	33	1.48	1.39	1.35	1.10	1.08	1.05	.09
20	34	1.48	1.39	1.35	1.10	1.08	1.05	.09
21	35	1.48	1.39	1.35	1.10	1.08	1.05	.09
22	36	1.48	1.39	1.35	1.10	1.08	1.05	.09
23	37	1.48	1.39	1.35	1.10	1.08	1.05	.09
24	38	1.48	1.39	1.35	1.10	1.08	1.05	.09
25	39	1.48	1.39	1.35	1.10	1.08	1.05	.09
26	40	1.48	1.39	1.35	1.10	1.08	1.05	.09
27	41	1.49	1.40	1.35	1.11	1.09	1.06	.09
28	42	1.51	1.41	1.35	1.12	1.10	1.07	.09
29	43	1.54	1.44	1.38	1.14	1.13	1.10	.09
30	44	1.57	1.48	1.41	1.17	1.15	1.13	.09
31	45	1.65	1.55	1.48	1.22	1.21	1.18	.10
32	46	1.73	1.62	1.55	1.29	1.26	1.23	.10
33	47	1.83	1.71	1.63	1.35	1.32	1.30	.10
34	48	1.94	1.83	1.75	1.44	1.41	1.39	.10
35	49	2.08	1.95	1.87	1.55	1.52	1.49	.11
36	50	2.27	2.12	2.03	1.68	1.66	1.62	.12
37	51	2.48	2.32	2.22	1.84	1.80	1.76	.13
38	52	2.73	2.54	2.43	2.02	1.96	1.93	.15
39	53	3.01	2.80	2.68	2.23	2.16	2.12	.16
40	54	3.31	3.09	2.96	2.47	2.39	2.35	.17
41	55	3.68	3.43	3.29	2.74	2.65	2.61	.20
42	56	4.10	3.81	3.65	3.04	2.94	2.90	.22
43	57	4.57	4.23	4.06	3.38	3.27	3.22	.24
44	58	4.99	4.62	4.44	3.70	3.57	3.53	.26
45	59	5.45	5.05	4.85	4.05	3.91	3.86	.28
46	60	5.99	5.54	5.32	4.45	4.28	4.23	.37
47	61	6.59	6.08	5.84	4.88	4.70	4.64	.41
48	62	7.25	6.69	6.42	5.35	5.16	5.10	.51
49	63	7.80	7.20	6.91	5.77	5.55	5.50	.61
50	64	8.40	7.75	7.44	6.22	5.99	5.92	.74
51	65	9.05	8.34	8.02	6.70	6.44	6.38	.80
52	66	9.75	8.99	8.63	7.22	6.93	6.87	.94
53	67	10.50	9.68	9.30	7.77	7.46	7.39	1.02
54	68	10.87	10.08	9.72	8.23	7.95	7.88	1.16
55	69	11.26	10.50	10.15	8.74	8.46	8.40	1.31

NOTE: To determine the ANNUAL PREMIUM for the PL-15YR L RIDERS, multiply the number of units desired by the ANNUAL RATE.

TOBACCO USE		BANDED PL-EAGLE 15												SCHEDULED	
ANNUAL PREMIUM RATES PER \$1,000 FACE AMOUNT BANDED BY TOTAL COVERAGE															
ISSUE AGE	----- TO \$99,999		\$100,000 TO \$149,999		\$150,000 TO \$199,999		\$200,000 TO \$249,999		\$250,000 TO \$499,999		\$500,000 & ABOVE		DISABILITY WAIVER OF PREMIUM		
	1ST YR	2-15	1ST YR	2-15	1ST YR	2-15	1ST YR	2-15	1ST YR	2-15	1ST YR	2-15			
18	\$5.89	\$1.84	\$5.50	\$1.72	\$5.25	\$1.64	\$4.35	\$1.36	\$4.26	\$1.33	\$4.16	\$1.30	\$.11		
19	5.89	1.84	5.50	1.72	5.25	1.64	4.35	1.36	4.26	1.33	4.16	1.30	.11		
20	5.89	1.84	5.50	1.72	5.25	1.64	4.35	1.36	4.26	1.33	4.16	1.30	.11		
21	5.89	1.84	5.50	1.72	5.25	1.64	4.35	1.36	4.26	1.33	4.16	1.30	.11		
22	5.89	1.84	5.50	1.72	5.25	1.64	4.35	1.36	4.26	1.33	4.16	1.30	.11		
23	5.89	1.84	5.50	1.72	5.25	1.64	4.35	1.36	4.26	1.33	4.16	1.30	.11		
24	5.92	1.85	5.54	1.73	5.28	1.65	4.42	1.38	4.26	1.33	4.22	1.32	.12		
25	5.98	1.87	5.63	1.76	5.38	1.68	4.48	1.40	4.35	1.36	4.29	1.34	.12		
26	6.24	1.95	5.82	1.82	5.60	1.75	4.64	1.45	4.51	1.41	4.45	1.39	.13		
27	6.53	2.04	6.08	1.90	5.82	1.82	4.86	1.52	4.70	1.47	4.64	1.45	.13		
28	6.88	2.15	6.40	2.00	6.11	1.91	5.09	1.59	4.93	1.54	4.86	1.52	.14		
29	7.17	2.24	6.69	2.09	6.40	2.00	5.34	1.67	5.15	1.61	5.09	1.59	.15		
30	7.52	2.35	7.01	2.19	6.72	2.10	5.60	1.75	5.44	1.70	5.34	1.67	.16		
31	8.00	2.50	7.46	2.33	7.14	2.23	5.95	1.86	5.79	1.81	5.70	1.78	.16		
32	8.54	2.67	7.94	2.48	7.62	2.38	6.34	1.98	6.18	1.93	6.08	1.90	.17		
33	9.18	2.87	8.48	2.65	8.13	2.54	6.78	2.12	6.56	2.05	6.46	2.02	.19		
34	9.98	3.12	9.26	2.90	8.90	2.78	7.39	2.31	7.17	2.24	7.07	2.21	.20		
35	10.91	3.41	10.11	3.16	9.73	3.04	8.10	2.53	7.84	2.45	7.74	2.42	.22		
36	11.97	3.74	11.10	3.47	10.62	3.32	8.90	2.78	8.58	2.68	8.48	2.65	.24		
37	13.12	4.10	12.16	3.80	11.68	3.65	9.73	3.04	9.38	2.93	9.28	2.90	.26		
38	14.40	4.50	13.31	4.16	12.80	4.00	10.66	3.33	10.27	3.21	10.18	3.18	.28		
39	15.73	5.01	14.54	4.63	13.97	4.45	11.62	3.70	11.21	3.57	11.08	3.53	.31		
40	17.12	5.56	15.83	5.14	15.22	4.94	12.69	4.12	12.23	3.97	12.10	3.93	.35		
41	18.60	6.16	17.15	5.68	16.49	5.46	13.77	4.56	13.23	4.38	13.14	4.35	.38		
42	20.13	6.80	18.59	6.28	17.85	6.03	14.89	5.03	14.33	4.84	14.21	4.80	.43		
43	21.84	7.53	20.10	6.93	19.31	6.66	16.12	5.56	15.51	5.35	15.37	5.30	.47		
44	23.06	8.12	21.27	7.49	20.45	7.20	17.10	6.02	16.42	5.78	16.27	5.73	.50		
45	24.38	8.77	22.49	8.09	21.60	7.77	18.07	6.50	17.35	6.24	17.18	6.18	.53		
46	25.89	9.52	23.85	8.77	22.93	8.43	19.18	7.05	18.41	6.77	18.22	6.70	.68		
47	27.45	10.32	25.32	9.52	24.31	9.14	20.32	7.64	19.52	7.34	19.34	7.27	.73		
48	29.09	11.19	26.81	10.31	25.77	9.91	21.53	8.28	20.67	7.95	20.49	7.88	.91		
49	30.45	11.99	28.07	11.05	26.97	10.62	22.53	8.87	21.64	8.52	21.46	8.45	1.09		
50	31.82	12.83	29.31	11.82	28.20	11.37	23.56	9.50	22.62	9.12	22.42	9.04	1.29		
51	33.59	13.88	30.95	12.79	29.77	12.30	24.88	10.28	23.86	9.86	23.67	9.78	1.39		
52	35.42	15.01	32.62	13.82	31.36	13.29	26.22	11.11	25.16	10.66	24.92	10.56	1.65		
53	37.31	16.22	34.34	14.93	33.03	14.36	27.60	12.00	26.47	11.51	26.24	11.41	1.77		
54	37.45	16.72	34.70	15.49	33.47	14.94	28.38	12.67	27.31	12.19	27.13	12.11	2.01		
55	37.56	17.23	35.01	16.06	33.86	15.53	29.15	13.37	28.17	12.92	27.97	12.83	2.25		
ANNUAL	POLICY FEE: \$60.00		\$65.00		\$70.00		\$75.00		\$80.00		\$85.00				

NOTE: To determine the ANNUAL PREMIUM for the FIRST YEAR, multiply the number of units desired by the ANNUAL RATE. Then add the ANNUAL POLICY FEE shown above. Repeat for the ANNUAL PREMIUM for YEARS 2-15.

NON-TOBACCO USE		BANDED PL-EAGLE 15										SCHEDULED	
ANNUAL PREMIUM RATES PER \$1,000 FACE AMOUNT BANDED BY TOTAL COVERAGE													
ISSUE AGE	----- TO \$99,999		\$100,000 TO \$149,999		\$150,000 TO \$199,999		\$200,000 TO \$249,999		\$250,000 TO \$499,999		\$500,000 & ABOVE		DISABILITY WAIVER OF PREMIUM
	1ST YR	2-15	1ST YR	2-15	1ST YR	2-15	1ST YR	2-15	1ST YR	2-15	1ST YR	2-15	
18	\$3.90	\$1.22	\$3.68	\$1.15	\$3.55	\$1.11	\$2.88	\$.90	\$2.85	\$.88	\$2.78	\$.87	\$.09
19	3.90	1.22	3.68	1.15	3.55	1.11	2.88	.90	2.85	.88	2.78	.87	.09
20	3.90	1.22	3.68	1.15	3.55	1.11	2.88	.90	2.85	.88	2.78	.87	.09
21	3.90	1.22	3.68	1.15	3.55	1.11	2.88	.90	2.85	.88	2.78	.87	.09
22	3.90	1.22	3.68	1.15	3.55	1.11	2.88	.90	2.85	.88	2.78	.87	.09
23	3.90	1.22	3.68	1.15	3.55	1.11	2.88	.90	2.85	.88	2.78	.87	.09
24	3.90	1.22	3.68	1.15	3.55	1.11	2.88	.90	2.85	.88	2.78	.87	.09
25	3.90	1.22	3.68	1.15	3.55	1.11	2.88	.90	2.85	.88	2.78	.87	.09
26	3.90	1.22	3.68	1.15	3.55	1.11	2.88	.90	2.85	.88	2.78	.87	.09
27	3.94	1.23	3.71	1.16	3.55	1.11	2.91	.91	2.88	.89	2.78	.87	.09
28	3.97	1.24	3.71	1.16	3.55	1.11	2.94	.92	2.88	.90	2.82	.88	.09
29	4.06	1.27	3.78	1.18	3.62	1.13	3.01	.94	2.98	.92	2.88	.90	.09
30	4.13	1.29	3.87	1.21	3.71	1.16	3.07	.96	3.04	.94	2.98	.93	.09
31	4.35	1.36	4.06	1.27	3.87	1.21	3.23	1.01	3.17	.99	3.10	.97	.10
32	4.54	1.42	4.26	1.33	4.06	1.27	3.39	1.06	3.33	1.04	3.23	1.01	.10
33	4.80	1.50	4.51	1.41	4.29	1.34	3.55	1.11	3.49	1.09	3.42	1.07	.10
34	5.12	1.60	4.80	1.50	4.61	1.44	3.78	1.18	3.71	1.16	3.65	1.14	.10
35	5.47	1.71	5.15	1.61	4.93	1.54	4.06	1.27	4.00	1.25	3.94	1.23	.11
36	5.98	1.87	5.60	1.75	5.34	1.67	4.42	1.38	4.35	1.36	4.26	1.33	.12
37	6.53	2.04	6.11	1.91	5.86	1.83	4.86	1.52	4.74	1.48	4.64	1.45	.13
38	7.17	2.24	6.69	2.09	6.40	2.00	5.31	1.66	5.15	1.61	5.06	1.58	.15
39	7.79	2.48	7.25	2.31	6.97	2.22	5.78	1.84	5.62	1.79	5.53	1.76	.16
40	8.47	2.75	7.88	2.56	7.58	2.46	6.31	2.05	6.10	1.98	6.01	1.95	.17
41	9.27	3.07	8.64	2.86	8.27	2.74	6.89	2.28	6.67	2.21	6.58	2.18	.20
42	10.18	3.44	9.44	3.19	9.06	3.06	7.55	2.55	7.31	2.47	7.19	2.43	.22
43	11.17	3.85	10.32	3.56	9.92	3.42	8.27	2.85	7.98	2.75	7.86	2.71	.24
44	11.98	4.22	11.10	3.91	10.65	3.75	8.89	3.13	8.58	3.02	8.46	2.98	.26
45	12.90	4.64	11.93	4.29	11.45	4.12	9.56	3.44	9.23	3.32	9.12	3.28	.28
46	13.93	5.12	12.89	4.74	12.35	4.54	10.34	3.80	9.96	3.66	9.82	3.61	.37
47	15.03	5.65	13.89	5.22	13.33	5.01	11.15	4.19	10.72	4.03	10.61	3.99	.41
48	16.25	6.25	15.00	5.77	14.38	5.53	12.01	4.62	11.57	4.45	11.44	4.40	.51
49	17.17	6.76	15.85	6.24	15.21	5.99	12.70	5.00	12.22	4.81	12.09	4.76	.61
50	18.13	7.31	16.74	6.75	16.07	6.48	13.42	5.41	12.92	5.21	12.80	5.16	.74
51	19.17	7.92	17.67	7.30	16.99	7.02	14.18	5.86	13.65	5.64	13.50	5.58	.80
52	20.23	8.57	18.64	7.90	17.91	7.59	14.99	6.35	14.37	6.09	14.25	6.04	.94
53	21.34	9.28	19.66	8.55	18.88	8.21	15.78	6.86	15.16	6.59	15.02	6.53	1.02
54	21.62	9.65	20.05	8.95	19.33	8.63	16.37	7.31	15.81	7.06	15.66	6.99	1.16
55	21.91	10.05	20.43	9.37	19.75	9.06	17.00	7.80	16.46	7.55	16.33	7.49	1.31
ANNUAL	POLICY FEE: \$60.00		\$65.00		\$70.00		\$75.00		\$80.00		\$85.00		

NOTE: To determine the ANNUAL PREMIUM for the FIRST YEAR, multiply the number of units desired by the ANNUAL RATE. Then add the ANNUAL POLICY FEE shown above. Repeat for the ANNUAL PREMIUM for YEARS 2-15.

ISSUE AGE		LAST AGE		----- TO \$99,999	\$100,000 TO \$149,999	\$150,000 TO \$199,999	\$200,000 TO \$249,999	\$250,000 TO \$499,999	\$500,000 & ABOVE	DISABILITY & WAIVER OF PREMIUM
18	32			\$2.18	\$2.09	\$1.99	\$1.86	\$1.61	\$1.58	\$.11
19	33			2.18	2.09	1.99	1.86	1.61	1.58	.11
20	34			2.18	2.09	1.99	1.86	1.61	1.58	.11
21	35			2.19	2.09	1.99	1.86	1.61	1.58	.11
22	36			2.21	2.09	1.99	1.86	1.61	1.58	.11
23	37			2.24	2.09	1.99	1.86	1.61	1.58	.11
24	38			2.25	2.11	2.01	1.86	1.62	1.60	.12
25	39			2.28	2.13	2.04	1.70	1.65	1.63	.12
26	40			2.37	2.21	2.12	1.76	1.71	1.69	.13
27	41			2.48	2.31	2.21	1.84	1.78	1.76	.13
28	42			2.51	2.43	2.32	1.94	1.87	1.84	.14
29	43			2.73	2.54	2.43	2.02	1.96	1.94	.15
30	44			2.85	2.66	2.55	2.12	2.06	2.03	.16
31	45			3.04	2.84	2.71	2.26	2.20	2.16	.16
32	46			3.25	3.02	2.89	2.41	2.34	2.30	.17
33	47			3.48	3.22	3.09	2.57	2.49	2.46	.19
34	48			3.80	3.52	3.38	2.81	2.73	2.69	.20
35	49			4.15	3.84	3.69	3.08	2.98	2.94	.22
36	50			4.55	4.21	4.04	3.38	3.26	3.22	.24
37	51			4.99	4.62	4.44	3.70	3.56	3.53	.26
38	52			5.47	5.06	4.86	4.05	3.91	3.86	.28
39	53			6.06	5.50	5.38	4.48	4.32	4.28	.31
40	54			6.70	6.19	5.95	4.96	4.78	4.73	.35
41	55			7.38	6.81	6.54	5.46	5.26	5.21	.38
42	56			8.12	7.49	7.20	6.00	5.78	5.72	.43
43	57			8.94	8.23	7.91	6.61	6.35	6.29	.47
44	58			9.60	8.86	8.50	7.11	6.83	6.77	.50
45	59			10.31	9.51	9.14	7.64	7.34	7.27	.53
46	60			11.14	10.27	9.87	8.25	7.93	7.85	.68
47	61			12.02	11.09	10.66	8.90	8.55	8.47	.73
48	62			12.98	11.96	11.49	9.60	9.22	9.13	.91
49	63			13.83	12.75	12.26	10.24	9.83	9.75	1.09
50	64			14.73	13.58	13.06	10.92	10.48	10.39	1.29
51	65			15.87	14.62	14.06	11.75	11.27	11.18	1.39
52	66			17.07	15.72	15.12	12.64	12.12	12.02	1.65
53	67			18.36	16.90	16.25	13.58	13.02	12.92	1.77
54	68			18.84	17.45	16.83	14.27	13.73	13.63	2.01
55	69			19.31	18.00	17.41	14.99	14.48	14.38	2.25

NOTE: To determine the ANNUAL PREMIUM for the PL-15YR L RIDERS, multiply the number of units desired by the ANNUAL RATE.

