

2025 TRIMESTER SALES STRATEGIES – LIFE INSURANCE

Prudential is dedicated to helping financial professionals succeed by providing timely, relevant, and impactful sales ideas and content to help clients, and to grow their practices throughout the entire year.



Trimester 1 Navigating Tides of Change

- New Year, Time to Review Current Plans
- Flexible Estate Planning
- Uncovering Income Opportunities
- Starting Critical Conversations



Trimester 2 Sunrise or Sunset: Where Are We?

- Estate Planning: What's on the Horizon?
- The Benefits of Gifting
- High-Net-Worth Client Concerns
- The Often-Forgotten Component: Business Owner Needs



Trimester 3 Back to Basics

- Life Insurance Awareness Month (LIAM)
- Understanding the Life Insurance Market
- Longevity with Financial Security
- Push to the Finish