

Help Women Understand the Benefits of Life Insurance

Prudential is committed to helping financial professionals educate women about the importance of financial wellness.



Did You Know?

56M women have interest in life insurance.*

32% of women (~40 million) do not own life insurance and need coverage.*

29% of women are concerned about leaving dependents in a difficult financial situation.*

44% of women are concerned about retirement.*

38% of women are concerned about saving for emergencies.*

36% of women are concerned about disability.*

Four Financial Challenges Women Face

Here are solutions you can offer to women facing four major financial challenges:

Challenge #1: Lack of knowledge*

POTENTIAL SOLUTION:

Develop relatable experiences when sharing information with women about their concerns. Help women understand that all kinds of people need life insurance (working women, stay-at-home moms, married women, single women, etc.)

Challenge #2: Confidence*

POTENTIAL SOLUTION:

Gather information about potential clients' concerns, lifestyles, and goals. Then, walk them through the planning process to help them build confidence and feel secure in their decision-making process.

Challenge #3: Vulnerability*

POTENTIAL SOLUTION:

There's still a lot of work to be done to make women feel comfortable buying life insurance. Help them find unique ways to learn more about insurance. Encourage them to join relevant social media groups, subscribe to blogs, listen to podcasts, and join investment groups.

Challenge #4: Treatment*

POTENTIAL SOLUTION:

Women often feel like they're being taken advantage of due to their lack of knowledge and confidence around financial planning. Make sure your entire team is trained to actively listen to women's concerns. Also, when talking to male-female couples, be sure to include the woman in the conversation.



Use the QR code provided to access "Winning with Financial Wellness for Women," a resource guide to help you build relationships with female clients and grow your business.

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*2021 Insurance Barometer, LIMRA and Life Happens.

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