Nationwide®
is on your side

Business life insurance

Prospecting guide

NATIONWIDE® BUSINESS SOLUTIONS GROUP

Helping you identify your business clients' needs

Business clients need your help to attract, reward and retain top talent. Several strategies are designed to help you do just that, but it's often difficult to identify the needs of a business client. That's why we've tried to simplify this for you by providing the following prospecting questions:

- Are you currently offering a supplemental executive retirement plan?
- Are any of your key employees asking about supplemental retirement plans and benefits?
- Where will your key employees be in five years?
- When was the last time one of your key employees left your company for another opportunity or a competitor?
- Have you had any problems attracting qualified candidates to fill key positions within your company?
- Does discrimination testing limit the amount your highly compensated employees can contribute to your qualified retirement plan?
- Are all of the restrictions of qualified retirement plans keeping you from rewarding your key employees the way you'd like to?
- Are your highly compensated employees investing enough into your qualified plan to enjoy a comfortable retirement?

Making business life insurance easier for you

As one of the market leaders in corporate-owned and corporate-sponsored life insurance, Nationwide Business Solutions Group has what it takes to help you extend your client relationships and increase your sales.

We have many years of experience helping advisors like you implement these strategies that can address your clients' needs:

- Nonqualified deferred compensation plans
- Executive bonus plans
- Restricted executive bonus arrangements
- Insurance-based retirement plans
- Buy/sell arrangements
- Key person plans
- Split dollar plans
- Employee stock ownership plans (ESOP)

We can offer you a broad range of products, including universal life, indexed universal life and variable universal life, that we've specifically designed for the business life insurance market.

Let us help you

We're available to talk to your clients with you— in person or over the phone. Contact your Nationwide sales representative or call our sales desk.

Nationwide Business Solutions Group: 1-877-351-8808
National Sales Desk: 1-800-321-6064
Nationwide Financial Network®: 1-877-223-0795
Brokerage General Agencies: 1-888-767-7373

Nationwide®

• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution • Not insured by any federal government agency • May lose value

Be sure to choose a strategy and product that are suitable for the long-term goals of both the business and its employees. Weigh objectives, time horizon and risk tolerance, as well as any associated costs, before investing. Market volatility can lead to the need for additional premium in the policy. Variable life insurance has fees and charges that include costs of insurance, underlying fund expenses and administration fees. Investing involves risk, including possible loss of principal.

Products issued by Nationwide Life Insurance Company, Columbus, Ohio. The general distributor is Nationwide Investment Services Corporation, member FINRA.

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