Grow your business faster with these Seven Top Selling & Educational Systems

Mutual Trust Life Solutions supports the following selling and educational systems. Each promotes whole life insurance, provides ongoing training and updates, and is supported by a knowledgeable Mutual Trust coordinator. To show its support, Mutual Trust also offers an education reimbursement program. To learn more, contact one of the system coordinators listed below.

The Big Picture System

YourFamily BANK

The Big Picture System is based on MGA Larry McLean's successful Your Family Bank® (YFB) concept. This comprehensive system helps you increase sales by teaching clients how to use whole life insurance to redirect their current cash flow to pay off their debts. Includes YFB report software, a 7-step sales presentation, and training and marketing materials.

Coordinator: Marc Barnes
Senior Sales Development Specialist
(800) 323-7320, ext. 5470
BarnesM@mutualtrust.com

The Infinite Banking Concept™

The Insurance Benefit Concept (IBC) is based on the Infinite Banking Concept™, as described in Nelson Nash's book, *Becoming Your Own Banker*. This educational tool teaches the concept of using cash values in a whole life policy—through policy loans—to finance the purchase of other tangible products.

Coordinator: Richard Weizeorick
Senior Sales Development Specialist
(800) 323-7320, ext. 5309
WeizeorickR@mutualtrust.com

Circle of Wealth® System

Circle of Wealth® (COW) is a comprehensive, client-oriented educational system that combines a 10-step planning process with a software component to produce a visual storyboard of how money and wealth accumulation work. Created by Money*Trax*, COW is a powerful communication tool that helps your clients understand opportunity costs, unnecessary wealth transfers, and their own personal economic model.

Coordinator: Ryan Dahl
Senior Sales Development Specialist
(800) 323-7320, ext. 5303
DahlR@mutualtrust.com

leap®

Leap Systems, LLC uses a visual PS&G Model® (Protection, Savings & Growth) to analyze a client's current financial position and make alternative recommendations to improve the effectiveness of the individual's funds. Leap helps clients understand their economic life value and encourages them to protect it by purchasing a maximum amount of life insurance.

Coordinator: Josh Stanfield
Lead Sales Development Specialist
(800) 323-7320, ext. 5434
StanfieldJ@mutualtrust.com

Wealth Building Cornerstones (WBC) is a consumer-friendly, economic based financial planning system that helps you show your clients how to efficiently use their money to build personal wealth and protection. The WBC software system helps you increase sales because it's simple for your clients to understand, easy for you to use and customize, and it focuses on educating rather than selling products.

Coordinator: Josh Stanfield
Lead Sales Development Specialist
(800) 323-7320, ext. 5434
StanfieldJ@mutualtrust.com

Wealth & Wisdom Institute focuses on communication and marketing to create thought-provoking messages that challenge conventional wisdom by using concepts and ideas that expand the financial planning process. This system includes specially designed communication and educational tools that help you increase production by empowering you to "Become the Solution" your clients need.

Coordinator: Ryan Dahl
Senior Sales Development Specialist
(800) 323-7320, ext. 5303
DahlR@mutualtrust.com

Mutual Trust Life Solutions producers are prohibited from giving tax or legal advice. Your clients should consult with a Tax or Legal Advisor of their choice.

Policies are underwritten by Pan-American Life Insurance Company.

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