



VUL Sales Idea

From Michael Bishoff <michael.bishoff@protective.com>
Date Wed 7/29/2026 8:01 AM
To Russell Katz <Russell.Katz@3mark.com>



What does summer mean to you?

For me, it means family trips, new memories, and the perfect time to dig deeper!

While all these items provide different levels of satisfaction, one thing they all have in common is that they all require some level planning. Some require more thought than initially planned but with longer days and warmer nights it's easy to push a few of those to "tomorrows to do list".

Studies show that most successful financial professionals (FP) use the summer slump to not only deepen their professional relationships but also build their practice to catapult themselves closer to year end goals.

Successful sales professionals do this by:

- Working on their business
- o Following up on old leads & strengthening referral relationships
- Planning fall events
- o Like marketing, recruiting or client appreciation events
- Learning something new & implementing it
- o Obtaining a new professional designation

At Protective we have a solution that's easy to add to your day-to-day and will help you catapult yourself closer to your year-end goals.

For a Preferred NT, Male, 45, 6.5% gross ROR

Funding Length	Premium Amount	Premium Total
20	\$10,000	\$200,000

Distribution Length	Distribution Amount	Net Gain on Total Distributions
20	\$29,112	\$382,240

That's about 90% more than their funding and would require \$40,433 in pre-tax dollars to match the tax advantage distribution from our Strategic Objectives II VUL.

Strategic Objectives II VUL is just the tool you need! The solution that allows you to work smarter and play harder!

We believe that annual reviews shouldn't be a drag, so our self-service dashboard allows both customer and FP to log on and make allocation changes, when it matters most!

So don't let the "summer slump" slow you down, please feel free to reach out to me at (469-318-5735) so we can discuss your summertime plans to crush the rest of the year!

Michael Bishoff CLU,ChFC, CLTC
Regional Vice President



Protective Life Insurance Company
Mobile 469-318-5735

Michael.Bishoff@protective.com

-

Dana J. Brown
Senior Internal Wholesaler

Office 513-362-1519

dana.brown@protective.com

-

Variable products distributed by affiliate Investment Distributors, Inc., Birmingham, AL, member
[.././.././../p050265/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/MTE8AHHB/brokercheck.finra.org] [FINRA](https://www.finra.org).

To unsubscribe from these communications, [click here](#)