

# 21 KEY PHRASES FOR 2021

Every time you meet with clients, you're either making or breaking connections. These research-based phrases are what clients want to hear,\* and can help you engage in more meaningful conversations.

“

1. Plan for and protect against uncertainty
2. Our commitment
3. What do you want your lifestyle to look like in 10 years?
4. Instill calm and confidence in uncertain times
5. Go from cautious to confident
6. Simple steps may lead to meaningful change
7. Peace of mind
8. Track record of success
9. Family, finances, and future
10. It's more essential than ever to plan for your family's well-being
11. Comprehensive approach to life's complex challenges
12. Quality of life
13. The financial future you and your family deserve
14. Ensure your wealth and health are safeguarded
15. Security
16. Feel prepared and protected
17. Don't fear the unexpected. Plan for it.
18. Add more years to your life and more life to your years
19. Strong and steady long-term strategy
20. Living well tomorrow starts today
21. It's important to understand the connection between Wealth + Health<sup>SM</sup>

\* Based on client and industry research by Storyline Strategies, formerly known as Luntz Global Partners.

These words may not be suitable when discussing investment or insurance products. Please check with your respective compliance department.

Transamerica Resources, Inc. is an Aegon company and is affiliated with various companies which include, but are not limited to, insurance companies and broker dealers. Transamerica Resources, Inc. does not offer insurance products or securities. The information provided is for educational purposes only and should not be construed as insurance, securities, ERISA, tax, investment, legal, medical or financial advice or guidance. Please consult your personal independent professionals for answers to your specific questions.

109920R3

© 2021 Transamerica, Inc. All Rights Reserved.



TRANSAMERICA®