

# Virtual Selling Quick Start Guide

Video conferencing services such as Skype, Zoom, FaceTime and Duo may be an acceptable way to solicit and sell an annuity. These services are a great way to engage clients face-to-face when an in-person meeting is not possible.

**Here are five important things to keep in mind when engaging a new client virtually:**

1

## **Know where your client is located**

You need to know where your client is physically located before having a video call. You must be licensed in that state and can only discuss annuities available for sale in that state. Video calls that take place when the client is not in their resident state are considered non-resident sales, and all requirements for non-resident sales apply.

2

## **Verify your client's identity**

You must be able to see your client and verify their identity using a valid, legible and unexpired government-issued picture identification (ID). You may be required to record information about the ID on the annuity application. Physical copies of the ID are not required, although getting a copy for your records is recommended.

3

## **Educate your client**

A virtual meeting should be conducted in the same manner as an in-person meeting. Be sure your client has received the appropriate application, forms and required disclosures as well as the sales materials to be discussed. Educate your client about the benefits, charges and mechanics of the product just as you would during an in-person meeting. Help them understand how the annuity works and engage them in follow-up video calls if necessary.

4

## **Follow the same requirements and procedures**

All applicable Great American Life® requirements and procedures, as well as any state-specific requirements and broker/dealer requirements, apply to a virtual meeting just as an in-person meeting. In other words, all training, licensing, information security, suitability/best interest, signature, delivery and other requirements apply. Please see the Market Conduct & Compliance Guide located on our agent website for more information. For registered index-linked annuities, a prospectus must be provided at the point of sale.

5

## **Make sure your client receives the contract**

Make sure the **contract is delivered to your client** in the same state where the application was signed. Clients can also choose to have their contract delivered right to their inbox. A signed delivery receipt is still required, which can be sent by email, fax, registered mail, UPS or FedEx.

### **Other tips for success**

- For new business paperwork submitted through an **electronic order entry platform**, you may be able to use an e-signature service.
- For **paper forms**, you must witness the client physically signing the documents over the video call, and then have them sent to your office for you to sign. Do not sign a form before your client signs it.
- **Take and maintain notes** of your client interaction during the video call.

Please contact your Great American Sales Team with any questions. Thank you for choosing Great American!

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