

HOW TO SELL EQUITABLE POLICIES

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How to Sell Equitable Policies by William Alexander

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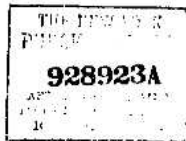
WILLIAM ALEXANDER

**HOW TO SELL
EQUITABLE
POLICIES**

How to Sell Equitable Policies

by
William Alexander

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The Equitable Life Assurance Society
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The Equitable Life Assurance Society
of the United States

ROY W. W. W. W.
C. L. S. W.
M. A. H. L.

THERE is no business in which it is possible for a man without capital to achieve such a financial success as in life insurance."

LIFE insurance is one of the greatest financial institutions of modern times, and is acknowledged everywhere as a power for good."

PREFACE

The little book of essays, entitled "How to Sell Assurance" (of which some 15,000 copies have been distributed among Equitable agents) is out of print, and I have been asked to issue a revised edition. But it has seemed to me better, while drawing to some extent upon those essays, to write a substantially new book of practical advice to *Equitable* agents who have *Equitable* policies to sell; leaving them to look elsewhere for technical information about the principles of life insurance; the computation of premiums; the valuation of policies, etc. (In this connection see Section 22.)

My aim in this book has been--

1. To give practical hints to the inexperienced agent (a) on the art of soliciting, (b) on the advantage of representing such a company as the *EQUITABLE*, and (c) on the agent's stock in trade--the policy-contracts;
2. To furnish a text-book for general agents to use in training their subordinates, and
3. To remind general agents of important facts which they sometimes forget, or overlook.

To the best of my knowledge and belief, the statements here made are true, and in strict accordance with the rules and usages of THE *EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES*. Nevertheless, the opinions expressed are my opinions, and I only am responsible for them.

WILLIAM ALEXANDER.

DO not pray for easy
lives! Pray to be
stronger men! Do not
pray for tasks equal to
your powers. Pray for
powers equal to your tasks.

Phillips Brooks

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