

Sharing the benefits
of healthy living



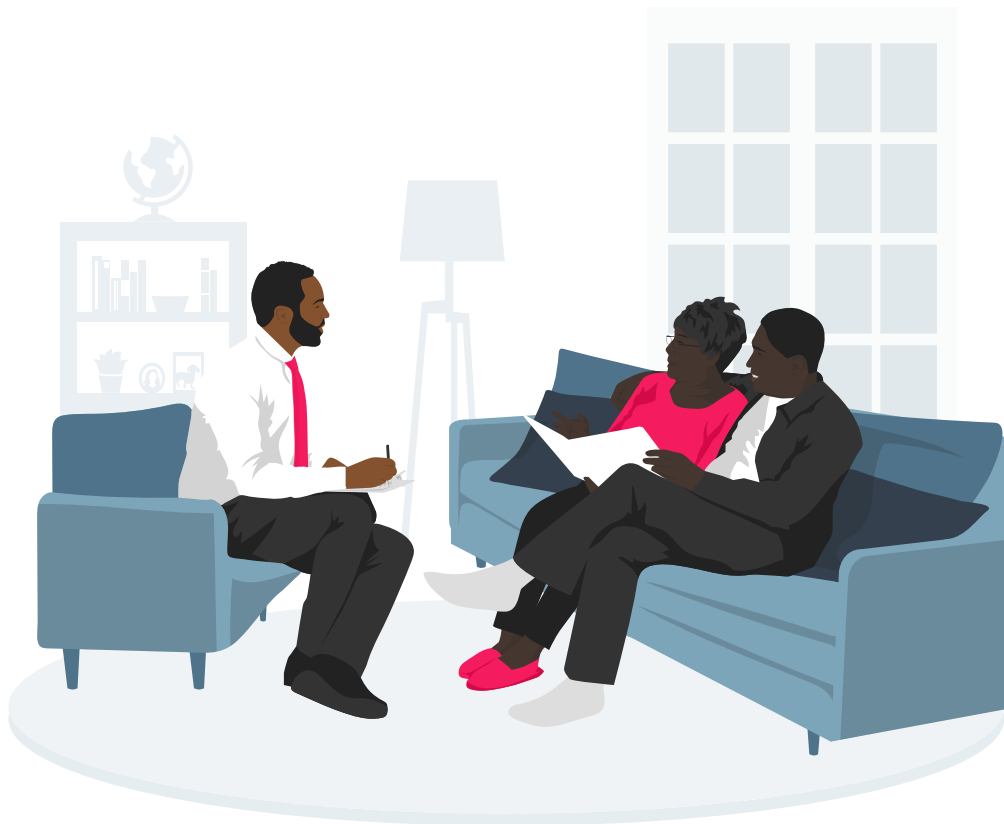
Your checklist:

Personal Protection Plan resources



Helping you in your client conversations

We've collated an overview of the key resources including sales aids, online tools and client videos that can be used by you before, during and after your client appointments.





Personal Protection

LITERATURE

Personal Protection brochure

Personal Protection plan builder

Personal Protection app form with Optimiser underwriting



Personal Protection app form with standard underwriting

Personal Protection suitability letter

TOOLS AND VIDEO

Risk Calculator tool

Premium Comparison tool





Life Cover

LITERATURE

Whole of life sales aid

LifestyleCare cover sales aid

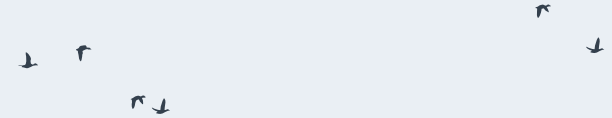
Multi-benefit sales aid

E-TEMPLATES

Life cover e-template

TOOLS

Why VitalityLife is the right choice personalised client tool





Serious Illness Cover

LITERATURE

[Serious Illness Cover sales aid](#)

[Serious Illness Cover conditions covered sales aid](#)

[Serious Illness Cover and Private Medical Insurance sales aid](#)

[Dementia and FrailCare Cover sales aid](#)

[Indexation sales aid](#)

[Child Serious Illness cover sales aid](#)

[Child Serious Illness cover e-template](#)

TOOLS AND VIDEO

[Serious Illness explainer video](#)

[Serious Illness vs. Critical Illness Cover tool](#)

E-TEMPLATES

[Serious Illness Cover e-template](#)



Income Protection Cover

LITERATURE

[Income protection sales aid](#)

[Income protection for public sector employees sales aid](#)

E-TEMPLATES

[Income protection e-template](#)

TOOLS AND VIDEO

[Income Protection explainer video](#)

[Risk Reality Checker](#)

[Dual deferred period calculator](#)





Optimiser

LITERATURE

Optimiser sales aid

E-TEMPLATES

Optimiser e-template

VIDEOS

Optimiser explainer video





Vitality Programme

LITERATURE

[Discounts and rewards guide](#)

[Discounts and rewards guide NI](#)

[Apple Watch Flyer](#)

[Making the most of Vitality guide](#)

TOOLS AND VIDEOS

[Vitality Programme video](#)

[Understanding Vitality shared value insurance video](#)

[Savings tool](#)



Exclusively for you



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Our extensive network of regionalised Vitality Business Consultants, who are based across the UK, are on hand to provide personalised training to suit both you and your firm. This training can be done virtually or on a face-to-face basis, in adherence to the UK Government's Covid-19 guidelines.

For further information, please get in touch with your firm's appointed Vitality Business Consultant or call 0808 234 3000.



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Underwriting guide

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