



2024 Summer Showdown

Turn up the heat on your fixed life sales business this summer for a chance to win some exciting prizes from Protective®. The 2024 Summer Showdown is your chance to shine by boosting sales, enhancing cross-selling strategies and exploring new approaches to increase fixed life premiums.

Event dates

- July 1 to September 30, 2024

How to win

- Most placed policy count AND most placed premium for permanent fixed life products only

Who is eligible to win?

- Top three Exclusive Financial Specialists (EFS) from each side of the country
- One Exclusive Agent (EA) from each side of the country
- One Financial Sales Consultant (FSC) from the East and West zones
 - The FSC with the highest number of winning EFSs and the most placed policy count in their region

All winners will be announced via the October edition of Protective's "In the Loop" monthly newsletter for Allstate.



Available prizes

EFS | Dinner for the EFS and two agency partners of their choice at the restaurant of their choice, sponsored by their Protective Regional Vice President (to be redeemed by the end of 2024)

EA | Complimentary lunch and swag bags from Protective for the entire office

FSC | Territory Meeting, sponsored by their Protective Regional Vice President, by the end of 2024 for up to \$5,000



Please contact your Protective representative for sales strategies and additional support at 877-905-3078.

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