

There are challenges when running a business and attracting and retaining the quality people who can contribute to its success. This ekit highlights some of Prudential's popular Business Planning tools to help you help your clients to meet these challenges.

The pieces shown below are a sampling of our full suite of business planning tools. If you want to learn more, or inquire about additional tools that are available, please contact your [Prudential Life Wholesaler or the Prudential Life Sales Desk].

### Acquaint Yourself with the Market

Comparison of Business Entities Chart	<a href="#"><u>0185286</u></a>
Comparison of Retirement Plan Alternatives Chart	<a href="#"><u>0195836</u></a>
Comparison of Life Insurance Based Executive Benefits	<a href="#"><u>0150874</u></a>
Life Insurance Funded Buy-Sell Arrangements Chart	<a href="#"><u>0190440</u></a>
Three Levels of Business Succession Planning	<a href="#"><u>0187732</u></a>
Business Continuation Overview PowerPoint	<a href="#"><u>0217342</u></a>

### Prospect for Success

You Face Unique Challenges Tri-Fold Postcard	<a href="#"><u>0190772</u></a>
Defining Points Letter to Business Owners	<a href="#"><u>0153272</u></a>
Defining Points Consumer Brochure	<a href="#"><u>0220908*</u></a>
Is Your Business Prepared to Negotiate Its Crucial Issues	<a href="#"><u>0161433*</u></a>

### Gather the Facts and Analyze the Facts

Business Strategies Planner	<a href="#"><u>0218177</u></a>
Business Insurance Calculators - Time Machines CD	<a href="#"><u>0150105</u></a>
Estate Equalization Excel Calculator	<a href="#"><u>0199933</u></a>

### Present and Build the Client Relationship

Helping to Protect the Future of Your Business	<a href="#"><u>0186556*</u></a>
Taking Care of Business Key Person Coverage	<a href="#"><u>0191032*</u></a>
Business Strategies for Closely Held Business	<a href="#"><u>0185131*</u></a>
Business Continuation for a Closely Held Business	<a href="#"><u>0187723</u></a>
Estate Equalization	<a href="#"><u>0184951</u></a>



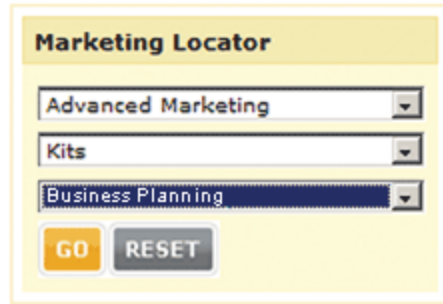
\*Printed brochures are available in the warehouse.

**Look for these pieces in the marketing section of Pru Life Links/Pruxpress.**

Within the Marketing Locator, select:

- 1. Advanced Marketing**
- 2. Kits**
- 3. Business Planning**

**Call your Life Wholesaler or the Life Sales Desk.**



The image shows a 'Marketing Locator' interface. It features three dropdown menus stacked vertically. The first dropdown is labeled 'Advanced Marketing', the second is 'Kits', and the third is 'Business Planning'. Below the dropdowns are two buttons: a yellow 'GO' button and a grey 'RESET' button.

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