

# 5 Ways the Advanced Designs Unit (ADU) Can Help You Sell More Life Insurance

1

## CASE CONSULTATION

Discuss your life insurance cases with the ADU

2

## CONTINUING EDUCATION WEBINARS

Schedule a webinar through your Pacific Life representative on various sales strategies and receive continuing education credit

3

## DIRECT ACCESS

Life insurance producers and professional advisors can call or email the ADU directly with technical questions

4

## BUILDING STRATEGIC ALLIANCES PROGRAM

Improve your relationship with advisors by providing valuable planning ideas and materials and inviting them to a special series of quarterly webinars

5

## SALES IDEAS

Discuss new concepts or pick up new ideas from our advanced designs brochures, pocket guides, professional guides, or PowerPoints

The Advanced Designs Unit (ADU) is a highly recognized team of advanced marketing experts in the life insurance industry. It is comprised of 5 professionals who specialize in advanced planning concepts that involve the sale of life insurance including estate planning, business succession planning, executive compensation, charitable planning, split dollar, and qualified plans.

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# Meet the ADU



**Bill Bell, JD, MBA**  
Ext. 7331

Vice President, Advanced Designs Unit & Illustration Development

Bill received his Bachelor's degree in History from the University of California, Santa Barbara (UCSB), and his Juris Doctor (JD) degree and Master of Business Administration (MBA) degree with an emphasis in Finance from Pepperdine University. Bill is a member of the State Bar of California.



**Keith Buck, JD, LLM, CLU, FLMI**  
(949) 872-1331 (Central Time Zone)

Assistant Vice President, Advanced Designs Unit

Keith received his Bachelor's degree from the University of Iowa, his Juris Doctor (JD) degree from Drake Law School, and his Master of Laws (LLM) degree from Boston University Law School. He holds the Chartered Life Underwriter (CLU) designation from The American College and the Fellow, Life Management Institute (FLMI) designation.



**Lindsay Cigler, JD**  
Ext. 7335

Consultant, Advanced Designs Unit

Lindsay received her Bachelor of Science degree in Public Relations, with a concentration in Psychology, from Pepperdine University Seaver College. She received her Juris Doctor (JD) degree from Pepperdine University School of Law. Lindsay is a member of the State Bar of California.



**Stacey McMahan, JD, CLU, ChFC**  
Ext. 7333

Director, Advanced Designs Unit

Stacey received her Bachelor of Science degree in Chemistry Education from The Ohio State University and her Juris Doctor (JD) degree from Pepperdine University School of Law. She holds the Chartered Life Underwriter (CLU) and the Chartered Financial Consultant (ChFC) designations from the American College. Stacey is a member of the State Bar of California.



**Monica Rhee, JD, LLM**  
Ext. 7339

Director, Advanced Designs Unit

Monica received her Bachelor's degrees in Biology and Environmental Analysis & Design from the University of California, Irvine (UCI), her Juris Doctor (JD) degree from Loyola Law School, and her Master of Laws (LLM) degree in Taxation from Chapman University School of Law. Monica is a member of the State Bar of California.



**PACIFIC LIFE**

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