

2026 **Wholesaler Leadership**
Summit

Wholesaling Reimagined
Building The Modern, Data-Driven Sales
Model

LIMA **LOMA**
Navigate With Confidence

1



Enight™ sales enablement helps insurance carriers close sales 2X faster, streamline advisor support and boost overall sales team productivity.

Who we are

Enight™ makes selling Annuities, Life, and LTC insurance more efficient, more profitable & a more engaging digital point-of-sale experience.

Our sales acceleration platform helps insurance carriers drive operational sales productivity and revenue growth, while transforming the insurance sales experience for financial professionals.

By the numbers

30

Carrier partners

All the leading Life and LTC insurance carriers, over 400 products, in one platform.

10M+

Illustrations annually

Our distribution partners run over 8 million Life and LTC illustration quotes a year, across every product class.

300K+

Financial professionals

Over 200,000 financial professionals engage with Enight today, working through over 600 BGAs, IMOs, institutions, and agencies.

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2



3

Today's Focus

Wholesaling Reimagined: Building The Modern, Data-Driven Sales Model

A Better Advisor Experience

Today

Outdated Point of Sale Experience **1**

- A PDF illustration-based process
- Ledger selling in an interactive planning world

Unleashed Sales Productivity

Inefficient Quote & Illustration Process **2**

- Illustrations & revisions run 1-by-1 by the internal desk
- Fragments the advisor-client engagement

Enhanced Sales Data Insight

Ineffective Sales Follow-Up Given Lack of Data Insight **3**

- Email & PDF based proposals
- Lack of real-time data insight into advisor & client activity

Sourceline: Tittle, Year.



4

What Is The Impact on Sales?

Today

Outdated Point of Sale Experience 1

- A PDF illustration-based process
- Ledger selling in an interactive planning world

Up to 7%

Sales Pipeline Loss

- Lower advisor product adoption rate
- Impacted training & sales effectiveness

Inefficient Quote & Illustration Process 2

- Illustrations & revisions run 1-by-1 by the internal desk
- Fragments the advisor-client engagement

10-15%

Sales Desk Capacity Opportunity

- Desk time attributed to simple revisions
- Wholesalers servicing low value cases

Ineffective Sales Follow-Up Given Lack of Data Insight 3

- Email & PDF based proposals
- Lack of real-time data insight into advisor & client activity

5-10%

Missed Sales Opportunities

- Lack of insight into advisor proposal engagement
- No real-time notifications to drive follow-up

Source: Title, Year.



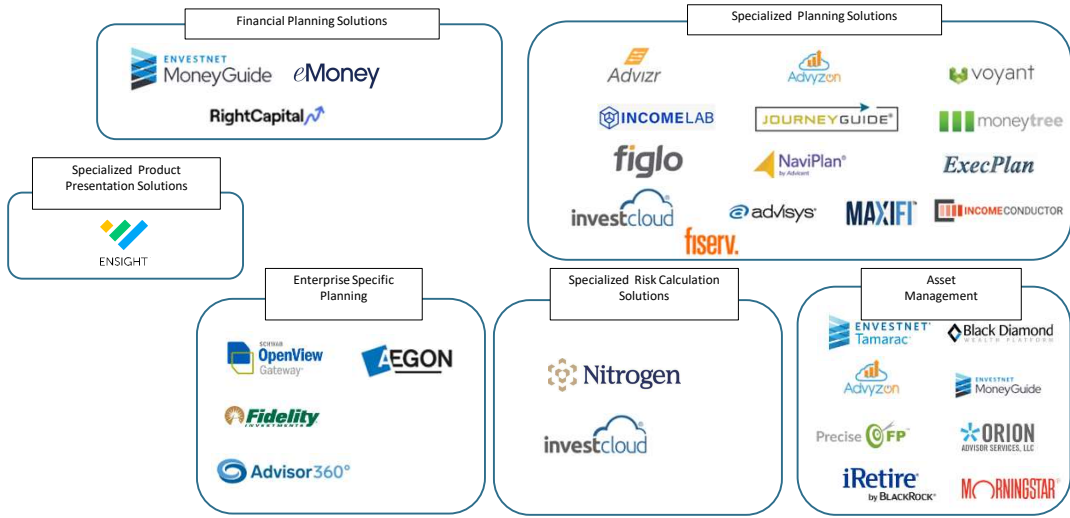
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Modernizing The Advisor Experience



6

Today's Financial Planning Experience



Sourceline: Titte, Year.



Illustration Ledger Selling in a Digital Financial Planning World

Narrative Summary

Client	Case Number	Scenario	Assessment Date	Scenario	Scenario	Scenario	Scenario	Scenario	Scenario
John Doe	12345	Retirement	01/01/2025	Retirement	Retirement	Retirement	Retirement	Retirement	Retirement

Tabular Values

Year	Age	Income	Expenses	Assets	Liabilities	Net Worth	Retirement	Total
2025	35	\$100,000	\$40,000	\$100,000	\$0	\$100,000	\$0	\$100,000
2026	36	\$105,000	\$42,000	\$105,000	\$0	\$105,000	\$0	\$105,000

Sourceline: Titte, Year.



