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A Career for Women in Their 50's - First Life's Rosalie Aslon Shares Her Story



**Rosalie "Sally" Aslon
Million Dollar Round Table Achiever for 2008**

Who would have thought Rosalie "Sally" Aslon, at age 55, will make a mark at First Life as a Financial Planner. A Management graduate of Far Eastern University, Sally joined the financial services profession in 2003 while working as an auditor for almost 35 years for the Interco company. "Joining this profession is a matter of being in the right place at the right time. I thought being a financial planner is only suited for those in their 30's and 40's but I was mistaken. There is room for everybody regardless of age as long as you have the skills, network and right attitude," stated Sally.

Sally already had an idea of what life insurance is, since she is also a policyholder of First Life. She was convinced by her manager to join First Life in February 2003. At 55 years old she could not believe herself when enrolled for the Professional Agents

Enhancement Program (PACE), a program designed to provide new financial planners extensive knowledge in total needs planning, salesmanship, soft skills and mentoring. Several training programs were lined up immediately for her to fast track her career. Sally noted, "It would have been very difficult for me without proper training and mentoring. It really helped me a lot in preparing to go out in the battlefield.

Making a Difference

What does Sally find most gratifying about the career? Sally said, "I'm making a real difference in people's lives — helping them prepare for retirement, ensuring their family's financial security, and creating wealth to be pass on to their children, I wanted a career that would recognize my ability to excel, and one that would compensate me well for my hard work.

Difficult Times



Sally and her loving husband Ben

Sally, with a positive attitude in life, attributes her success to her family especially her husband who was diagnosed with cancer last 2007. She said, "During these trying times, I thought I would not make it but I strived hard to share what First Life and career had to offer. My husband gave deeper meaning to what I am doing right now. I realized the importance of my profession where I can make a person's life better in his darkest hour". When I talk to my prospects about life insurance, I am not embarrassed to reveal the details of my own life. My story gives clients an added sense of urgency about getting the right insurance protection," she says."

Helping clients expand their horizon



Sally forms a lasting and trusted bond by providing service excellence to her clients.

Sally specializes in determining the need for life insurance and retirement planning. "I work primarily with professionals, many of whom are starting small businesses, and some are young professionals who need to ensure their income in retirement. Our retirement income products have a great potential. With people living longer the buying power of pensions decreasing, these products will let people enjoy retirement effortlessly because they can meet every need and budget," says Ms. Aslon.

Keeps getting better at 60

Now on the peak of her career at 60 years old, Sally has earned numerous accolades such as Rookie of the Year, 4-time Producers' Circle Awardee and a Million Dollar Round Table (MDRT) qualifier. MDRT is the premier international association of financial professionals where only the top 1% of agents are admitted.

Now on her 5th year with First Life, Sally believes that more than a piece of paper, service is a promise — a promise to be there for her clients and their family. "Service does not just stop at

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delivering the policy, providing death benefit, in fact, it was just the beginning of a lasting relationship.

Why First Life?

“First Life has actively guided my success throughout my career. It is this lifelong education and professional development through training, marketing materials, and financial expertise that made First Life the right choice for me.”

Other successful women have made the same choice as Rosalie Aslon. First Life is a top pick among women in insurance services, a company that, for over 50 years has helped provide financial security to families and businesses.

Rosalie “Sally” Aslon is a Million Dollar Round Table Qualifier and is proud to celebrate with First Life Passion to Fulfill @ 50!

For more information about a career for women in their 50's click www.firstlife.com.ph or call 893-3024 and look for Rhodalyn Tanada.