Cheat sheet

Ethos Life
Strategic Account Manager

Glance at this just before the call

Ethos, in one line	Ethos sells life insurance online, issued by established carriers, both directly to families and through outside agencies and partners.
Its moment	Public on Nasdaq since Jan 29, 2026, with agency and partner revenue up 209% year over year in Q3 2026 and a buyback of up to $100 million authorized.
This role	You own large agency partners once they sign, and your job is to get their agents selling Ethos and keep production growing.
What they will test	Your record in network marketing and life insurance distribution, and how you'd turn a signed agency into active, productive agents.
Have these answers ready	1. How you'd lift agent adoption at a newly signed agency 2. Your record with network marketing organizations and their downlines 3. The metrics you'd run a partner account on each week 4. How you'd pitch Ethos to an agency leader who sells for several carriers 5. A time you moved marketing or operations to fix a partner's problem
✓ **Do**	Talk in funnels and numbers: how many agents were appointed, quoting, submitting and issued, and what you did to move each stage.
× **Don't**	Don't promise volume from a partner without a word on persistency (how long policies stay in force) and compliance. Both weigh on this channel.