



Long-Term Care Insurance

# Sales & Marketing Process

Six Steps to LTCi Sales

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**Mutual of Omaha**

Underwritten by  
Mutual of Omaha Insurance Company



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# We're with You Every Step of the Way

From finding new clients to being there when a client goes on claim and every step in between, we provide sales and marketing materials that will lead you to the ultimate destination — a successful LTCi business.

Our sales and marketing materials are created based on extensive market research conducted with LTCi buyers and non-buyers. Throw in an award-winning creative team and you've got tools guaranteed to capture the attention of prospective clients and win the sale.

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## Before You Start: Understand the Need

According to the U.S. Department of Health & Human Services, 70% of people who reach age 65 will need long-term care services at some point in their lives. That means you should be talking with your clients about the importance of adding an LTCi policy to their retirement plan.

### An LTCi policy can help your clients:

- **Protect their retirement assets** — Having funds available to help pay for LTC services means they can preserve their retirement assets.
- **Maintain their independence** — An LTCi policy allows them to get the care they need in the setting that's right for them ... even in the comfort of their own homes.
- **Control their finances and their future** — With LTCi, they have the power to make decisions about their care.



## Step 1: Learn the Product

Now that you know why your clients need it, we can help you get up to speed quickly with a variety of producer training materials.



### Portfolio Overview

Provides an overview of the products in the MutualCare® Solutions portfolio.



### Cost of Care Study

Includes average costs (national and by state) for home health care, assisted living facility and nursing home care.



### Product Guide

Includes product details and benefit options, underwriting rules, and eligibility requirements.



### Agent Tax Guide

Focuses on the tax savings stand-alone LTCi policies can provide.



### Sales Idea Flyers

Provide tips for discussing product features with your clients. Topics include:

- Care coordination
- Cash benefit
- Calendar-day elimination period
- Home health care
- Inflation Protection
- Monthly benefit



## Step 2: Find People to Talk to

Our research shows that people who don't own an LTCi policy often wonder why no one has approached them about it. This tells us they expect to be contacted by an insurance agent. Yet, less than 1 in 100 policyholders said they first learned about LTCi from an agent.

### Marketing Tools

We compiled our research into a handy guide to help you learn more about the people you should be targeting and how you can turn their needs and concerns into sales.



#### Hearts & Minds Brochure

Provides a profile of the typical LTCi buyer and includes information about why some people buy and others don't.



#### Prospecting Letter

Allows you to reach out to potential clients and encourages them to contact you.

### Good Places to Find Prospective Clients

- **Current clients** — You already have a built-in pool of prospective clients. Just search your current client base for people who fit the profile of the typical LTCi buyer.
- **Centers of influence** — Partner with accountants and attorneys in your area. This mutually beneficial arrangement allows them to recommend you to their clients. And in turn, you recommend these professionals to your clients who may need legal or accounting services.
- **Civic organizations** — Join your local civic organizations and make yourself known to the members of your community. Offer your services as a speaker at an upcoming meeting.
- **Associations** — Don't forget about the affinity you share with members of associations to which you belong. Place ads in association newsletters and offer to speak to the membership on this important topic.
- **Referrals** — Talk to everyone you know — family members, friends, neighbors, clients. Ask if they know someone who could benefit from the service you provide.



## Step 3: Address the Need

Before you offer a solution, you need to understand what's keeping your clients up at night. Research tells us these are their primary concerns:

- They're concerned about protecting their retirement nest egg from the high cost of care.
- They don't want to go to a nursing home and plan to stay at home as long as possible.
- They want to avoid relying on their family for help.

### Marketing Tools

We provide a variety of tools you can use to begin a discussion with clients about their concerns and the need for LTC planning.



#### Protecting the Things that Matter Most Video

Explores what people feel they need to protect and discusses how an LTCi policy can help.



#### Protecting Your Future PowerPoint

Explains what LTC is, the cost of services and why an LTCi policy may be a good solution.



#### Consumer Tri-Fold Brochures

Address specific needs and concerns your clients may have. Topics include:

- The cost of waiting
- Partnership-qualified LTCi
- Cash and reimbursement benefits
- Inflation protection
- Protecting assets



#### Consumer Tax Guides

Discuss the tax advantages of purchasing an LTCi policy. Flyers include:

- Tax Advantages for Individuals
- Tax Advantages for Business Owners



## Step 4: Offer a Solution

Most people think LTCi is confusing. So, they depend on an agent for education and assurance they're making the right decision. Spend some time talking with your clients about how an LTCi policy can be a solution to their problem.

### Marketing Tools

Our point-of-sale materials are carefully developed to provide the level of detail people want plus the reassurance they need.



#### Cost of Care Calculator

Helps you determine average costs so clients know what they can expect to pay for home health care, assisted living and nursing home care. (Available on Sales Professional Access.)



#### Point-of-Sale Brochures

Highlight how MutualCare Solutions policies work and describe policy benefits so a policy can be tailored to fit their needs. Point-of-sale brochures include:

- MutualCare Secure Solution
- MutualCare Custom Solution



#### Partnership Overview & Training Guide

Provides information to structure a policy that's partnership qualified.



#### Mobile App

Allows you to provide quotes on the go using a smart phone or tablet. Compatible with Android (4.0 and higher) and iOS (6.0 and higher) platforms.



#### We'll Be Here to Pay Your Claims

Reassures clients of the value provided by an LTCi policy by highlighting key statistics and our claims-paying ability.



## Step 5: Complete the Application

Once your client has made the decision to buy, it's time to begin the application process.

### Marketing Tools

We provide the tools you need to take you from field underwriting to the actual application and beyond.

#### For Field Underwriting



#### Underwriting Guide

Provides guidance on eligibility and insurability, including a build chart and uninsurable health conditions and medications.



#### Your Good Health Matters

Helps you and your clients determine whether or not to submit an application.



#### Underwriting Questionnaires

Allows you to be proactive by providing information underwriters need to make a decision. Topics include:

- Drug & Alcohol
- Tobacco
- Cognitive
- Diabetes
- Arthritis
- COPD



## To Complete the Application



### MutualCare Solutions e-App

Saves time by ensuring everything is complete in its entirety before the app is submitted. Eliminates unnecessary delays so policies are issued quickly. Our Quick-Start Guide and FAQ provide the details.



### MutualCare Solutions App Pack

Includes a paper app and all required forms for the state you select. Can be used for two applicants applying at the same time.

## Tips for Completing the Application

- Use the correct application and forms. Remember you must use the application for the client's state of residence.
- Answer all questions and complete all necessary forms. If something doesn't apply, do not use N/A. Instead, write "no" or "none."
- If a question is answered in error, do not use white out. Instead, draw a single line through the error and have the applicant initial the correction.
- Include a cover letter. The more you can tell us about the client, the greater the chance for a favorable underwriting outcome.
- Include a copy of the applicant's quote.
- Indicate the best time to contact the applicant for the personal health interview.
- Include your contact information so we can reach you if we have questions or need more information.

## Once the App is Complete



### Next Steps in the Application Process

Highlights what applicants can expect during the underwriting process, including a request for medical information and personal health interview.



## Step 6: Assist with Claims

The agent is often the first point of contact when the need for LTC services arises. That's why it's important to familiarize yourself with the claims process so you can help your clients and their families during this stressful time.

### Marketing Tools

It may be years down the road before you have a client who makes a claim. And when the time comes, we've got the materials you need.

#### For Producers



#### Your Role in the LTCi Claims Process

Helps you understand what you should do when you learn a client needs to make a claim.

#### For Consumers



#### How Your Policy Works

Walks people through the claims process so they know what to expect.

**Note:** this brochure may also be given to clients at point-of-sale.



#### Promises Kept

Highlights our claims-paying history to reassure clients we'll be here when they need us. **Note:** this brochure may also be given at point-of-sale.

## How to Get Marketing Tools

You can view the marketing materials approved for use in your state in the Forms & Materials section on our Sales Professional Access website. Then simply order what you need through your normal ordering channel.

You'll also find additional sales tools and information about MutualCare Solutions products in the Long-Term Care section on Sales Professional Access.

[MutualofOmaha.com/sales-professionals](https://MutualofOmaha.com/sales-professionals)

## Questions

If you have questions about steps in the sales process or any of the marketing tools available, contact your Sales Support team. They're available Monday through Friday from 8 a.m. to 5 p.m. (Central time).

[sales.support@mutualofomaha.com](mailto:sales.support@mutualofomaha.com)



### **Why Mutual of Omaha**

We're invested in your success. We're committed to giving you the products your customers want plus the tools, resources and support you need.