

When it comes to the usual focus for DI target markets, the industry often emphasizes the medical field, attorneys, CPAs and other high-earning business professionals. However, there are other occupation segments that can often be under-prospected and underserved. Refocus who you might normally prospect for DI coverage and zoom in on distinct markets!



DI — REFOCUSED —



**Take a Closer Look at Mutual Income Solutions —
Improving our Processes and Defining our Target Markets**



Disability income insurance can provide critical funds for working professionals if they were to become unable to work due to illness or injury. Throughout our DI Refocused campaign, we want to reiterate the importance of having proper coverage. With that in mind, we have made updates and improvements to the following aspects of Mutual Income Solutions:

- **Marketing Materials:** We have refocused and redesigned some of our marketing materials
- **Target Markets:** Instead of focusing only on the markets that are often prospected, we want to emphasize additional occupation segments that could also benefit from our disability income insurance. We've redefined our target markets and have new sales profile flyers that show how Mutual Income Solutions is a great fit for young professionals and self-employed individuals
- **Application Process:** We heard your feedback and now offer paper application solutions, in addition to our electronic application

MIS Product Highlights:

Mutual Income Solutions is designed with versatility in mind, providing those who want income protection the ability to customize a plan that fits their needs.

- The ability to increase coverage without future medical underwriting through Automatic Increase and Future Insurability Option riders
- Complete customization from very simple to very comprehensive
- Non-cancelable or guaranteed renewable rates
- Six elimination period options, eight benefit period options and up to 15 different optional riders to choose from
- Unique options for Return of Premium
- In addition to young professionals and self-employed individuals, Mutual Income Solutions is also very competitive with dentists, IT professionals, accountants and attorneys



Quoting and Application Enhancements:

- Availability to get a quick quote for Mutual Income Solutions using Mobile Quotes
- Redesigned illustrations
- Complete electronic process is available from quote, to e-application to e-delivery
- Paper applications available

Get the Information You Need

We have everything you need to market Mutual Income Solutions including an agent guide, client materials and informational videos — all without needing to login!

Go to: mutualincomesolutions.com