



SALES AND MARKETING TECHNIQUES FROM THE PROS

Session 1 – Overview of LTC Insurance

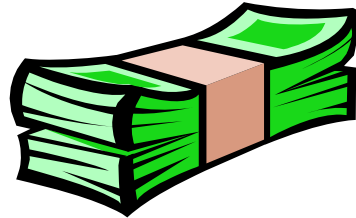
THE ELEVENTH ANNUAL INTERCOMPANY LONG TERM CARE INSURANCE CONFERENCE

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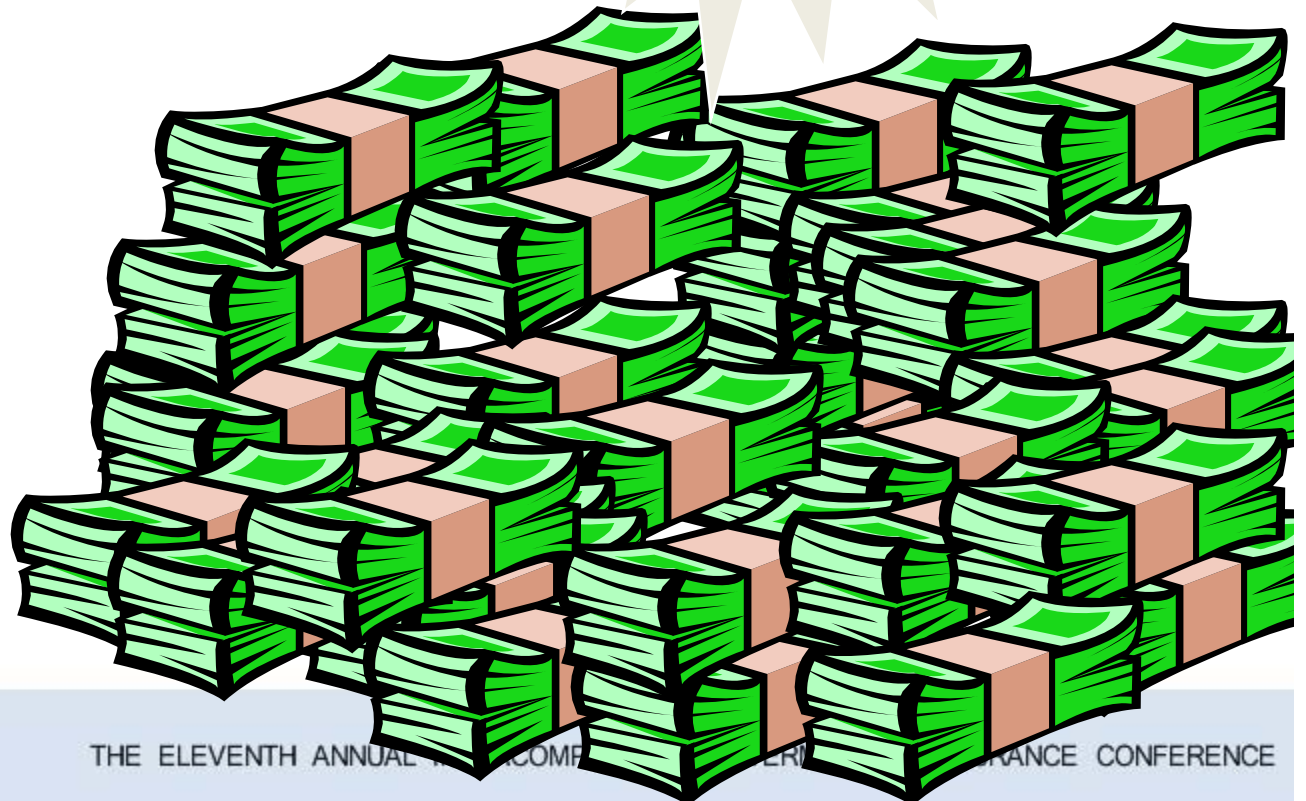
Why I Sell LTC Insurance

\$2,300



LTC
Insurance
Policy

\$\$\$\$\$
GONE!





Perfect Storm - 2010

- **Rate Increases**
- **Rate stabilization – increasing rates on old books of business**
- **Low interest rates and investment yields**
- **Economic downturn & too few buyers**
- **Low, low lapse rates**
- **Utilization – Claims**
- **Longevity**



Why You Should Sell LTCI

- **WIFM 1 – do well by doing good**
- **WIFM 2 - \$\$ and persistency**
- **Demographics**

“The most important trend is demographic. There should be a golden age for specialists as the economy improves between 2011 and 2020.”

Jeremy Pincus, Forbes Consulting Group



Great Time To Get In The Market

1. Caregiving

**“There are only 4 kinds of people in
the world:**

Those who have been care givers.

Those who are currently care givers.

Those who will be care givers.

Those who will need care givers.

Rosalynn Carter

2. Demographics



Why You MUST Mention LTCI

If your clients have assets and lifestyle to protect, they are going to be buying this – if not you, then from somebody else.





Benefits For The Consumer

- 1. To preserve their financial independence**
- 2. To preserve their estate for their heirs**
- 3. To maintain the wealth they created over a lifetime**
- 4. To avoid depending upon family members for their care**
- 5. To be seen as a blessing for their loved ones, not a burden**



More Benefits

- 6. To ensure that they have access to quality care and care choices**
 - 7. Peace of mind**
 - 8. To ensure that the economic crisis will not affect their ability to pay LTCI expenses and to fund a decent retirement lifestyle.**
- Assets = income. Income = Lifestyle. LTCI protects income and lifestyle.**

Health Care Isn't Enough



3in4 have requested more info about LTCi



Why 3in4 Was Created

- **“Got Milk” campaign**
- **Started as a pursuit of a NEW way to increase lead response.**
- **Focused on a marketing statement that was boundary less**
 - **Marketable across multiple landscapes: consumer, worksite, association and financial**
- **A campaign that could become industry centric - that could be turned into a SOCIAL MOVEMENT.**



Campaign Objectives

- **Spread the word among the public that “3 in 4 Need More” and that one should look into LTC insurance as a solution.**
- **Support Congressional efforts to provide additional tax deductions or rebates to help people better afford LTC insurance.**
- **CAMPAIGN to MOVEMENT - Stimulate others in industry, education and government to join the “3 in 4 Need More” campaign, using the logo and visuals to spread the word.**
- **Educate the public that LTC insurance may not be a solution for everyone, but everyone needs a LTC plan.**



3in4 Key Facts

- **77% of Americans age 30 to 65 think they should know more about LTCI than they currently do. That's more than 3in4 of your prospects.** *(2010 Prudential Long-Term Care Consumer Awareness & Attitudes Study)*
- **74% of consumers age 55 to 65 said they are concerned about needing some kind of long term care. Again that's 3 in 4 of us.** *(2010 Prudential Long-Term Care Consumer Awareness & Attitudes Study)*
- **Invite you to attend the Press Conference at 12:45 on Tuesday**
- **Visit the website - www.3in4needmore.com**