



sales idea | ask the right questions

Multi-Life Long Term Care insurance (LTCi) can help you turn a single sales contact into multiple applications for policies. But how do you identify the right sales contact?

Start with your own client records, and ask these questions to find your high-potential prospects.

1. Does your client own a business and/or hold a professional occupation such as an attorney, physician, CPA, consultant, etc?
2. Does your client hold a high level position or have influence in the decision process at their workplace?
3. Does your client run a successful business and might they be looking for meaningful benefits to offer their top employees?
4. Would your client or their employer/company benefit from the unique tax incentives if LTC insurance were purchased using company dollars?
5. Have you suggested to your client the possibility of a multi-life program whereby they could obtain discounts and possible underwriting concessions?
6. Do you have Buy/ Sell Life Insurance, Buy Out DI, Retirement Plans, etc?

Executive Advantage Program[®]

Companies are often looking for ways to reward key employees and executives with a benefit that can build loyalty and improve employee satisfaction.

Using the Executive Advantage Program, employers can make LTCi available to select employees based on qualification criteria such as title, job grade, salary level and tenure. Based on the carve outs they define, employers may choose to pay 100% or a base portion of employees' premiums.

- Generally not subject to ERISA
- Employer-paid premiums are often deductible as an ordinary business expense
- May be exempt from W-2 income of Key employee/Board Member/Spouse
- May qualify for reduced underwriting and discounts
- Benefits are generally tax free when utilized



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sales idea | start small

Multi-life sales can pay off in a big way, but the fastest way to get there is to start small. Smaller clients are easier to reach, may be more open to new benefit sources, and involve fewer people in decision-making.

For best results, focus on small-sized employer groups where decisions are made simply by one or two people.

Start out by incorporating small-employer prospecting into your existing flow of business. That is, keep doing what is already bringing you success, but start prospecting or cultivating one new multi-life case each quarter.

Using the small-employer strategy, accumulated commissions can add up quickly. Consider, for example, a 10-employee Executive Carve Out. If each executive is married, and 70% of their spouses also apply, that's 17 applications. If average individual premium is \$2,000 per year, your annualized LTCi premium for that case is \$34,000 (\$2,000 x 17). Add a new case each quarter, and your annualized LTCi premium totals \$136,000 (\$34,000 x 4).

In this way, you can build your multi-life business with a series of bite-sized wins that accumulate new commissions without overwhelming your processes. And speaking of processes, Transamerica's Multi-Life Producer Guide is available in electronic form to help you work with us.

Download your copy today to have our processes at your fingertips.

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consider this...

Larry was excited when he heard about Transamerica LTC's multi-life initiative and the Business Advantage Programs. Quite a few small businesses had just moved into his area, and he knew that Transamerica LTC had programs that would be able to fit each of their specific needs.

Larry did his homework, co-branded his prospecting materials, then set an appointment with each employer – and because of their small size – quickly reached the decision-maker. The employers were very impressed with the personalization of Larry's customized marketing material. The results were encouraging.

Larry focused his enthusiasm for multi-life on smaller prospects, and built a thriving business – one case at a time.





sales idea | get your enrollment stages in order

Once your multi-life case is won and approved, you are ready for enrollment. You may wonder how to lead a group of people through the sales process – awareness, education and application – as efficiently as possible. Just remember four simple enrollment stages.

These four stages create an effective order for your enrollment materials, which are conveniently designed for use in each stage. Stages make it easy to create your own marketing communication plan, with materials that you can co-brand on TransBuilder for maximum impact:

Prelaunch – Creates awareness and anticipation

Launch – Educates individuals about LTC and LTCi

Reminder – Develops urgency

Close – Refreshes awareness

Education is the key to a successful enrollment. For best results, start early and use as many stages as necessary to sufficiently educate your prospects. For a simple explanation of enrollment marketing and how to co-brand your materials, download the Multi-Life Enrollment Communication Guide.

consider this...

Laura had always thought of enrollments as posting a few signs and handing out materials. But for LTCi, she realized her prospects needed time to process information about LTC before considering LTCi as a solution.

The Multi-Life Enrollment Communication Guide gave her the tools she needed to create timely messages in suitable formats, and deliver them in just the right order. Besides information about the four stages, the Guide listed all available enrollment materials organized by when to use them.

Now Laura is able to think of enrollments in a new way, which is both simple and effective.



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