



## *LTCi e-Seminar Conference Series*

# **Welcome to Internet Selling Part 2: The Internet Sale**



\*Limit 1 Reward Code Per Agent Per Unique Training Topic.  
See www.goldencare.com for details.  
GOLDENCARE (CEN 188) (SIC 8011)

## **GREAT NEWS!**

Everyone who attends this webinar receives **AT LEAST**

**50 Reward Points!\***

**PLUS...** one lucky attendee earns

**500 Reward Points!**

*\* Limit 1 Reward Code Per Agent Per Unique Training Topic.*

**Welcome! If you can see this screen, dial in  
to 866-299-7945, then 8754# and you're all set!**



# Why Internet Selling?



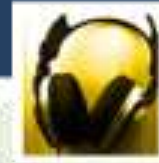
# The Real Reason - Time



- Assume you can average 40 mph
- 500 miles a week would be 12.5 hours of driving
- 12.5 hours times 50 weeks is 625 hours per year
- That's 78.125 days a year or 15.6 weeks a year!
- Imagine having an extra 15.6 weeks a year!



# Other Advantages

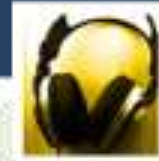


No geographic limits

- You can work from anywhere
  - Home – Cabin – Boat – etc.
- Sell anywhere
  - Anywhere in US is now open!
- Lower lead costs or outside opportunities
  - Penetrate areas without competition
  - GoldenCare opportunity



# Differences



- Phone and computer are now primary tools
  - Average 3-6 hours per day on phone
  - Going to get really good on computer
- Establish trust and relationship differently
- Have to use visuals - a presentation



# You Can't Afford Not To



- It's uncomfortable at first
- There's a learning curve involved
- Have to improve computer skills
- It's maybe not for everyone



# You Can't Afford Not To



***Bottom line:***

***If you can sell in the home, you  
can sell over the internet!***



# Preparation Steps



All steps must be completed prior to starting internet selling



# Sales Tools



Personalized Presentation

Website

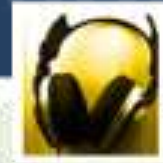
Letterheads and Business Cards

Applications

Brochures and sales material



# Personalized Presentation



- Purpose and usage
- Need 5-10 pictures of
  - You (headshot if available)
  - You and spouse
  - Full family picture
  - Other pics you want to share



# Initial Set-up



- Save the “2012 Consumer Presentation Internet” onto your desktop
- Set up a new folder on your desktop and name it “Pres Tools”
  - How? Go to desktop, right click in an empty space, click on new – folder, type name for folder
- Use “Pres tools” for all sales material



# Presentation Methods



- There are several ways to do a presentation:
  - PowerPoint Viewer
  - PDF File
  - Microsoft PowerPoint
- On your desktop you will have an icon for your presentation
- Make sure to tell me when ordering presentation so you get the right one



# Website



- Need bio
  - 2-3 paragraphs long
- Picture
  - At least one – formal shot
  - If not using personalized presentation, consider using 4-5 including casual and family pics



# Fillable Applications



- [www.aimfortc.com/extendhealth](http://www.aimfortc.com/extendhealth)
- Download app for each state
  - Save on desktop or Pres Tools Folder on desktop
- If computer literate, request online application signature training for DocuSign



# Other Sales Materials



- Brochures and other materials can be ordered from supplies
- Remember to request “soft copy” emailed to you
- Save on desktop or in “Pres Tools”



# Join.Me



- The program we use to share our computer is “Join.me”





# Type Join.me In Address Box



Download: PowerPoint

GoToWebinar : My Web

← → ↻ 🏠

Getting Started Imported From F... Unsorted Bo

join me



# Website



The screenshot shows the join.me website homepage. At the top, there is a navigation bar with the logo "join.me" and links for "Free Trial", "About", "For Biz", "Apps", "Help", and "New join.me for Windows™". Below the navigation bar is a large hero section with a background image of two people standing in a field. The main headline reads "Today's forecast: spontaneous brainstorming." Below this headline is a white box containing three options: "share your screen" (with a play button icon), "join someone's screen" (with a play button icon and a text input field), and "basic" (with a play button icon). Below the white box, it says "works for Windows, Mac, & mobile". At the bottom of the hero section, there are three buttons: "Buy pro", "Free team trial", and "Take a tour".

# Share Is Your Area



**share** your screen

- **pro** start free trial  
includes personal link (join.me/yourname)
- **basic** start download



**join** someone's screen



works for Windows, Mac & mobile



**share** your screen

**pro** start free trial  
includes personal link (join.me/yourname)

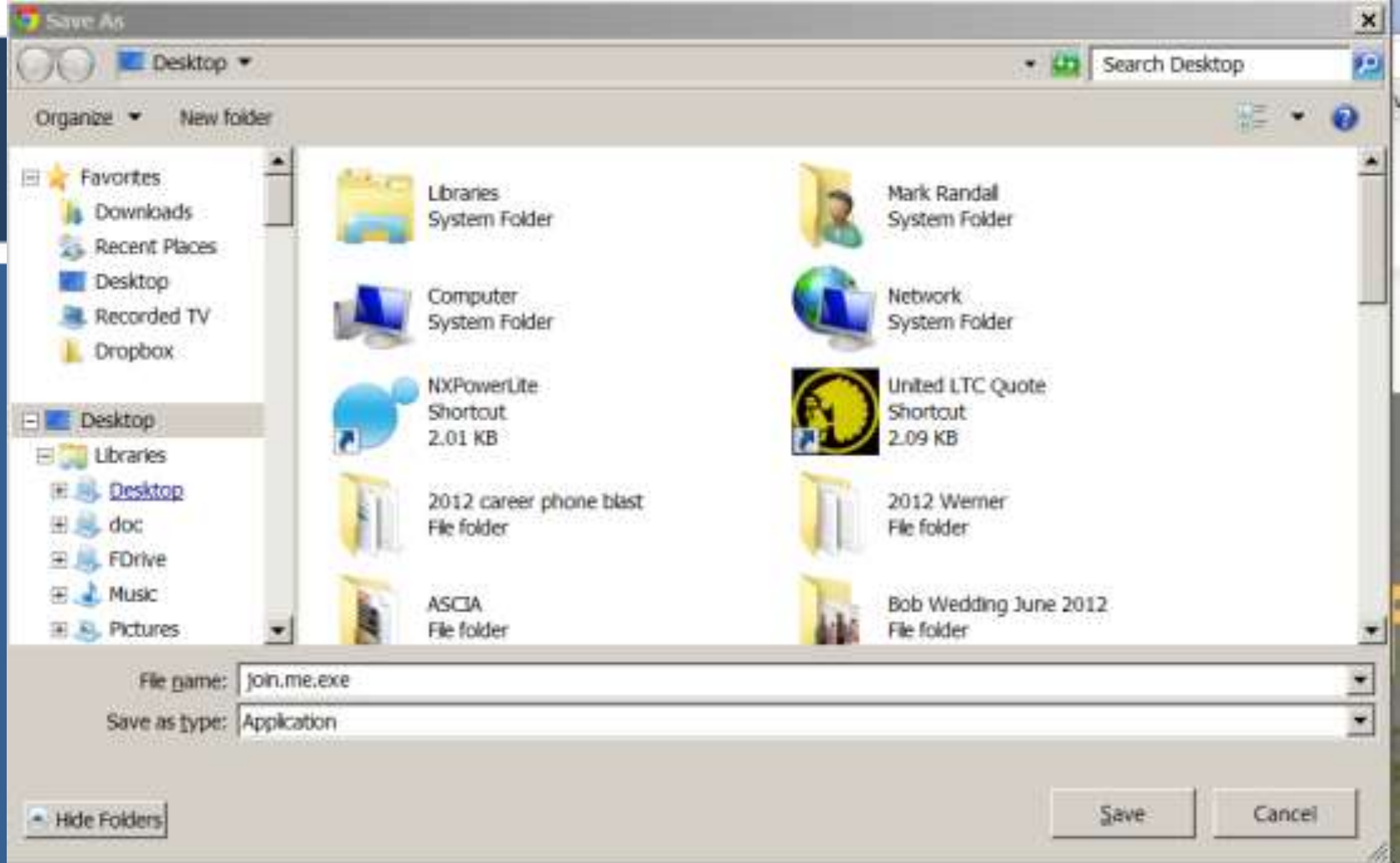
**basic** start download



works for Windows,

- Click basic start download
- Click on arrow





- Save onto your desktop
  - If you have an option to save or run, click on “Run”
  - Otherwise save and run from desktop





- Dashboard will come up with 9 digit number to give to client



**join** someone's screen



- Instruct client to go to [join.me](https://join.me)
- They type the code you give them into the green box and click arrow



# Using Join.Me



- When it shows they have joined, they can now see everything on your screen
- When done with presentation, click the red arrow to exit





# Leads



- Internet leads value increases
  - Decreases if trying to get in home
- Try different types of leads
- Call GC RD



# Setting Appointments



- Key in on internet appointment benefits
  - Don't have to get ready for me
  - Make coffee, clean up, etc.
- Doesn't have to be a big deal...
  - Relax
  - Sit back
  - Open discussion



# Giving A Presentation



- Have the following open on computer
  - Consumer Presentation
  - Application
  - Brochure
  - Rating software
- Same for Critical Care so you are ready for the pivot



# Health Qualifying Questions



- How has your health been?
- Have either of you been in the hospital in the last five years?
- Are you taking any meds right now?



# Financial Qualifying Questions



- If you needed care at a cost of \$45,000 a year, how many years could you cover?
- or
- We only recommend LTCi to people who have assets to protect. Do you have money in retirement plans? Real estate? Any other assets?
- Not only qualifies for LTCi, but gives idea of potential premium



# Credibility/Trust



- Use picture slide and website to establish credibility and meeting of minds
- Warm-up depends on type of lead and client



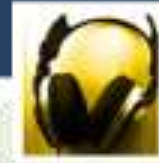
# Presentation



- Remember to “check their oil” every slide – keep them involved
- Use presentation to give you a track
  - Don’t read slides, that’s client’s job
  - Tell the story



# Key Points

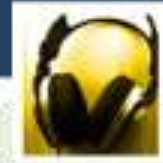


- Using grouping when talking about what your clients normally do
- Examples:
  - My clients like the convenience of online appointments...
  - Most clients like the fact...





# Application



## Options for application

- Complete fillable app, print and mail to client for signatures
- Show fillable app, complete paper app, email client for signatures



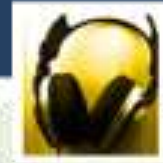
# Critical Care



- Have you already been trained on Critical Care?
- If not, schedule a time for training
- Order the consumer presentation
- Best case:
  - UoO
  - Critical Care



# Summarize



- Presentation
- Website
- What to have ready to go
- Overview of presentation
- Handling application



# Critical Care

Tougher underwriting means more declines and uninsurable prospects. Don't walk away. Turn your declines into gold with Critical Care – the best alternative to LTCi available

- It should pay more claims than a LTCi policy!
- Issuing 98% of LTCi declines
- 5 Question application – 3 day average issue time
- Easy to explain – easy to sell

**If you're in LTCi – You need Critical Care**

**800-842-7799**





***THANK YOU FOR ATTENDING!***

**GoldenCare USA ~ 800-842-7799**

\*Want a PDF of today's slides? Go to: [www.ltcagentsalestools.com](http://www.ltcagentsalestools.com)

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