

# The Future Is Here

Welcome to  
Internet Selling  
Team



Training  
Module  
One



Preparing To  
Sell



# Why Internet Selling?



# Gas Savings?



- Most agents think about gas savings
- Assume 500 miles per week
- Average 25 mpg
- That's 20 gallons of gas
- At \$3.50 per gallon, that's only \$70 a week or \$3,500 a year

# 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 5-6 hours per day on phone
  - Going to get really good on computer
- Establish trust and relationship differently
- Have to use a presentation

# You Can't Afford Not To

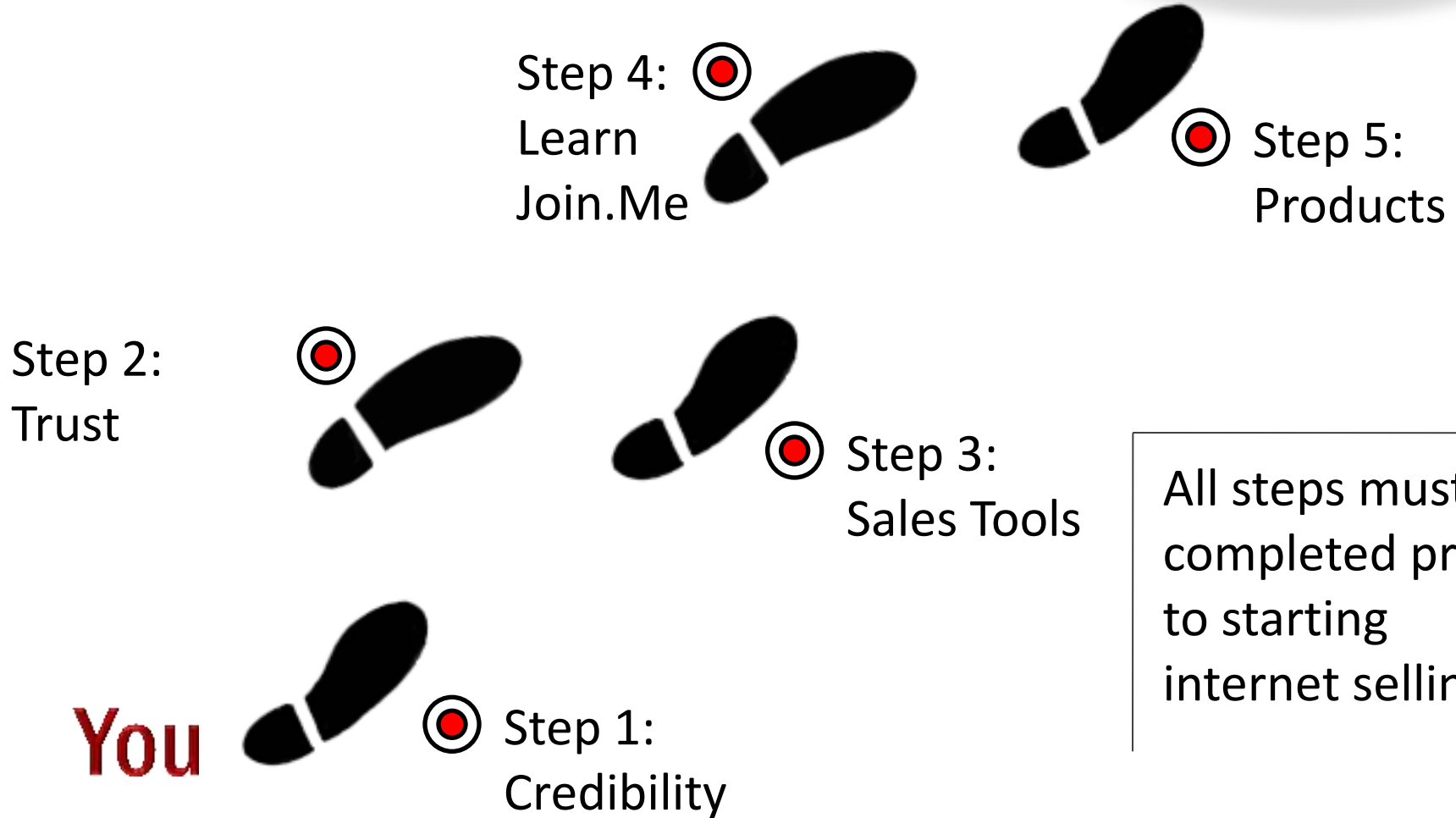


- It's uncomfortable at first
- There's a learning curve involved
- Have to improve computer skills
- It's maybe not for everyone

***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

# 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

# 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

# Do Not Have PowerPoint - 1



- <http://www.microsoft.com/en-us/download/details.aspx?id=13>
- Click on link above
- Download PowerPoint Viewer 2010
- Follow instructions and install the viewer on your computer
- Clicking the presentation icon should start slide show
  - Click anywhere on slide to advance to next slide

# Do Not Have PowerPoint - 2



- Your second option is to show the presentation in a pdf format
- You should already have adobe reader on your computer
- When you click the icon, the pdf file will open in Adobe Reader.
- Use page down button or scroll bar to advance to next slide



# If you have PowerPoint



- Open program, click on “help” on and know the version you have
- Following slides cover the most common versions

# Website



- Need bio
  - 2-3 paragraphs long
- Picture – at least one

# Business Cards/Letterheads



- You'll be communicating by mail

# Fillable Applications



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

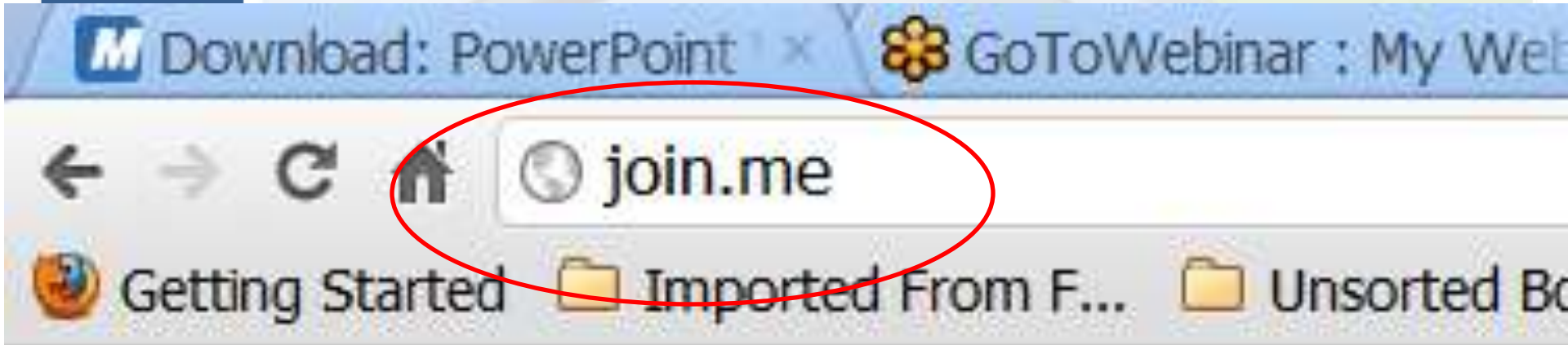
# Join.Me



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

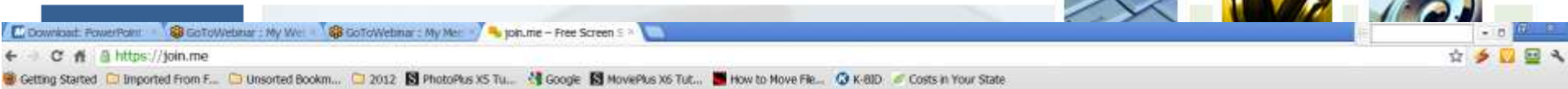


# Type Join.me In Address Box



join me

# Website



join.me

Free Trial

About

For Biz

Apps

Help

New join.me for Windows <sup>beta</sup>

login

Today's forecast:  
spontaneous brainstorm.

**share** your screen

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



**join** someone's screen

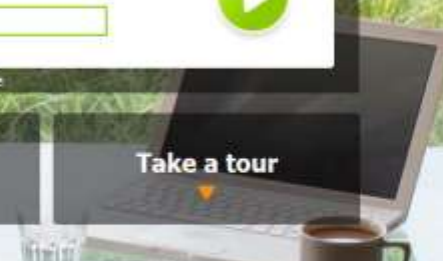


works for Windows, Mac & mobile

Buy pro

Free team trial

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)

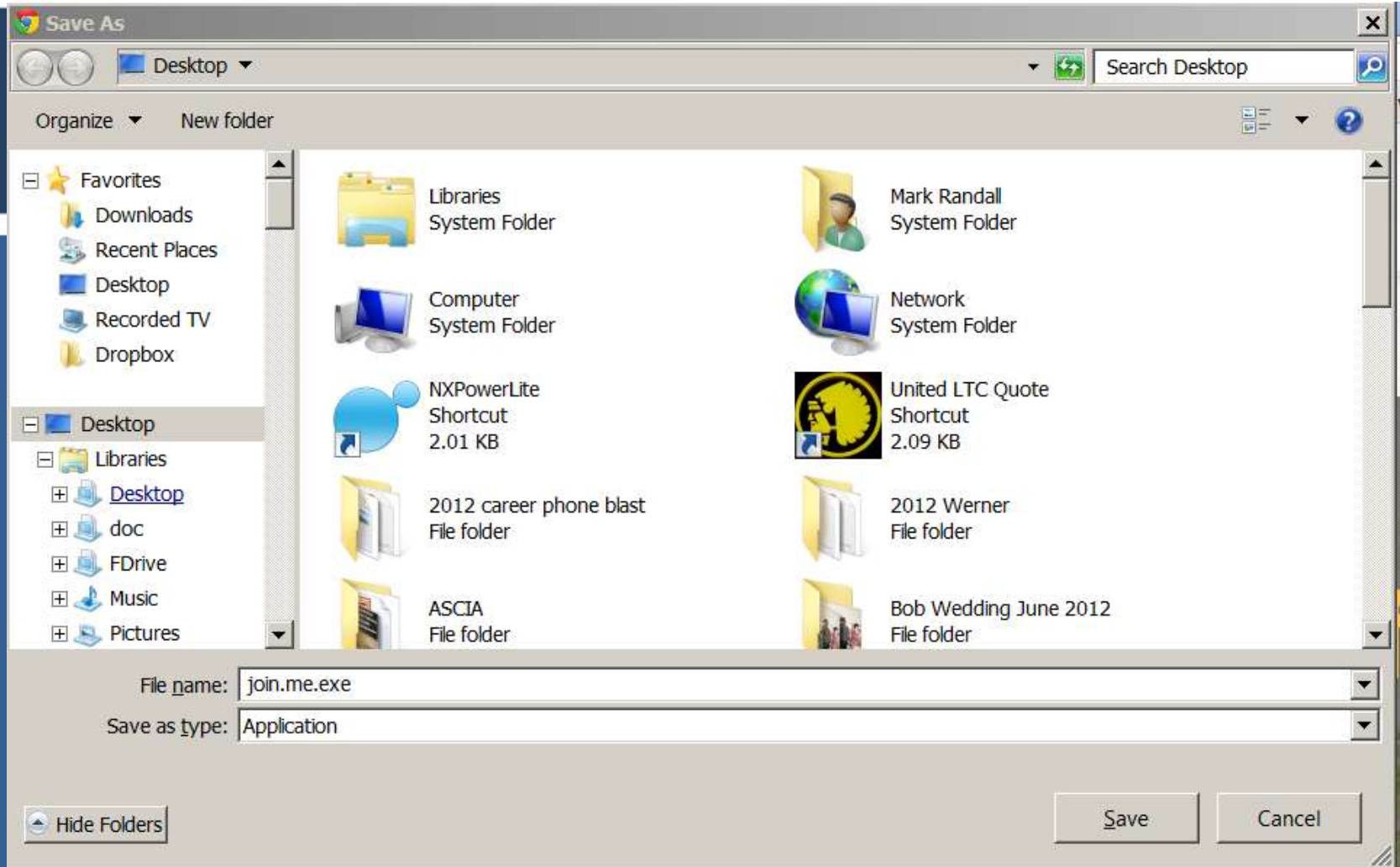
**basic** start download



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”



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



**join** someone's screen



105-168-789|

- 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



# Giving A Presentation



- Have the following open on computer
  - Consumer Presentation
  - Application
  - Brochure
  - Rating software
- Review Task Bar and moving between programs
  - Alt-Tab moves easiest

# 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?
- 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

# Key Points



- Use picture slide and website to establish credibility and meeting of minds
- 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
  - you’re telling the story



# Key Points 2



- 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, sign with DocuSign and electronically file
- Complete fillable app, print and mail to client for signatures
- Show fillable app, complete paper app, mail to 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
  - United Security
  - Critical Care