

# Increase Your Earning Potential



An effective way to increase your compensation and boost persistency is by selling multiple policies to Mutual of Omaha's client. One simple way to do this is to cross-sell Cancer Insurance and Heart Attack/Stroke Insurance to your Medicare supplement clients.

With Express Underwriting, (benefit amounts \$10,000 to \$50,000 sold in \$1,000 increments), you can sell these products with as few as four knockout questions. You can also easily provide quotes with the mobile quote and the quote tool in the E-app.

Cross-selling this way will give your clients extra levels of protection, and the chart on the right shows what it can do for your compensation.



The average Medicare supplement insurance premium is **\$1,485** per year.

Sample Comp Percentage		Sample Compensation
22%	=	\$300

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The average cancer insurance premium is **\$360** a year.

Sample Comp Percentage		Sample Compensation
60%	=	\$216

If you sold both products, your total compensation is **\$516**. That's a **72%** increase over only selling a Medicare supplement policy.

Total Sample Comp Percentage		Total Sample Compensation
72%	=	\$516