

MutualCare[®] Solutions

Long-Term Care Insurance



SALES & MARKETING PROCESS

With You Every Step of the Way



From prospecting to policy delivery and every step in between...we provide sales and marketing materials that will lead you to the ultimate destination – an LTCi sale.

We help you:

1. Find people to talk to
2. Uncover the problem
3. Provide the solution
4. Complete the application
5. Deliver the policy

Our sales and marketing materials were created based on extensive market research conducted with LTCi buyers and non-buyers. Throw in an award winning creative team and you've got tools guaranteed to capture the attention of prospective clients and win you the sale.

Five Steps to an LTCi Sale

STEP 1: FIND PEOPLE TO TALK TO

In talking with people who didn't own LTCi, we learned many were intrigued. They understood why they might need a policy, and wondered why no one had approached them about it. That tells us people expect to be contacted by an insurance agent. Yet in a survey of LTCi policyholders, less than one in 100 said they first learned about LTCi from an agent.

The Typical Buyer

Based on a survey of our LTCi policyholders, we found the typical buyer to be:

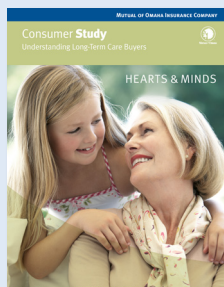
- ▶ Female, Caucasian; age 55 to 64
- ▶ Married with adult children
- ▶ College educated
- ▶ Working in a white-collar profession; not yet retired
- ▶ Living in a metropolitan area
- ▶ A homeowner with 11 or more years in the current residence
- ▶ Affluent; upper middle class with a household income of \$100,000 or more
- ▶ A "planner" who is interested in financial issues; owns life insurance and other conservative investment products
- ▶ Family oriented
- ▶ Familiar with LTC issues; knows someone (a family member or friend) who needed LTC services
- ▶ Research oriented; an online user; self-educated about LTCi
- ▶ Generally skeptical of financial advisors and insurance companies

Good Places to Find Prospective Clients

- ▶ **Current clients** – You already have a built-in pool of prospective clients. Just search your current client base for people who fit the profile of the typical LTCi buyer
- ▶ **Centers of influence** – Partner with accountants and attorneys in your area. This mutually beneficial arrangement allows them to recommend you to their clients. And in turn, you recommend these professionals to your clients who may need legal or accounting services
- ▶ **Civic organizations** – Join your local civic organizations and make yourself known to the members of your community. Offer your services as a speaker at an upcoming meeting
- ▶ **Associations** – Don't forget about the associations to which you belong. As members of the same association, you share an affinity with other members. Place ads in association newsletters and offer to speak to the membership on this important topic
- ▶ **Referrals** – Don't forget to ask everyone you talk to – family members, friends, neighbors, clients – if they know someone who could benefit from the service you provide

Marketing Tools

These brochures can help you learn more about who you should be targeting and how to turn their needs and concerns into sales.



Hearts & Minds Brochure

Use this brochure to familiarize yourself with the profile of a typical buyer and learn why some people buy LTCi and others don't.



Sales Ideas Booklet

Use this booklet for tips on finding people to talk to. Learn how to begin the conversation, address the need for LTCi and use product features to solve clients' problems.



TIP: The easiest place to start is with your own clients. These people already know you, trust you and value your recommendations. And that means they're the ones who will be most receptive to talking with you.

STEP 2: UNCOVER THE PROBLEM

Before you can offer a solution, you need to understand the problem. Find out what's important to your clients as they face retirement. Are they concerned about relying on their family? Do they want to remain in their home as long as possible? Are they worried about protecting their retirement income and assets?

Their Family

In a survey of LTCi policyholders, over half of the people we talked to said they bought a policy because they'd been a caregiver for someone with a chronic illness or disability. This experience left them determined not to let that happen to their family. The last thing they want is for their kids to have to take care of them.

Their Ability to Stay at Home

Many people equate long-term care with a nursing home. And that's someplace they simply don't want to end up. People who purchased LTCi told us they did

so to ensure they'd have the option to receive care at home. And they felt this would allow them to maintain their personal dignity and independence.

Their Retirement Nest Egg

Let's face it. LTC services are expensive. And most people simply can't afford to pay for services out of their own pockets. Even if they have sufficient assets, those assets may not be easily accessible or they may be allocated for other things. Our policyholder survey revealed the primary reason people purchased an LTCi policy was to protect the assets they've worked a lifetime to accumulate.

Marketing Tools

A key component of the sales process is having an effective sales story. Our Concept Marketing Portfolio is a collection of information and materials to help you tell compelling stories your clients can relate to. Topics include:

- Using LTCi to Protect Retirement Income
- Using LTCi to Protect Retirement Assets
- The Cost of Waiting to Purchase LTCi
- Getting the Most from an LTCi Policy
- The Flexibility of Cash and Reimbursement
- Growing the Benefits of an LTCi Policy

You'll find the Concept Marketing Portfolio on Sales Professional Access at mutualofmah.com/broker.

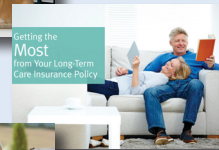
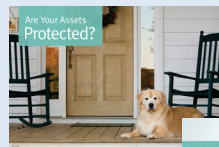
Training Flyers

Use them to familiarize yourself with the concepts and get tips for presenting the information to prospective clients.



Prospecting Postcards

Use them to reach out to prospective clients who may be interested in the concept.



Consumer Brochures

Use them when meeting with prospective clients to help explain the concept and the advantages of owning an LTCi policy.



TIP: Don't jump to the solution without first uncovering the problem.

STEP 3: PRESENT THE SOLUTION

Now that you've identified the problem, it's time to show prospective clients how LTCi can help provide a solution. Our research revealed that most people don't know a lot about it. They want an agent who can provide the education they're looking for – not someone who simply wants to sell them a policy. But education doesn't mean they want to be deluged with policy details and product features. Instead, they want to know how an LTCi policy will help solve their problem and be assured they're making the right decision.

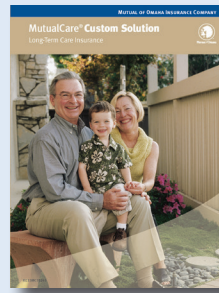
Marketing Tools

Our product brochures provide the information people want and need. These pieces show how LTCi works and describe product features so your clients can select an appropriate policy – with your help, of course.



MutualCare Solutions Secure Solution Product Brochure

Use this brochure to provide details of the MutualCare® Secure Solution product and help prospects make appropriate policy selections.



MutualCare Solutions Custom Solution Product Brochure

Use this brochure to provide details of the MutualCare® Custom Solution product and help prospects make appropriate policy selections.



TIP: Most people think LTCi is confusing. So spend time educating prospective clients on how it may be a solution to their problem.

STEP 4: COMPLETE THE APPLICATION

Once your prospective client understands how an LTCi policy will help solve his or her problem and has made the decision to buy, it's time to start the application process.

Field Underwriting

The MutualCare® Solutions Product & Underwriting Guide (M28379) contains information to help you determine whether or not your clients may be insurable. Familiarizing yourself with this information will allow you to do a thorough job of field underwriting.

- ▶ Eligibility guidelines
- ▶ Build chart
- ▶ Uninsurable health conditions and associated medications
- ▶ Medical impairments

Save Time with the LTC e-App

The e-App allows you to complete and submit your LTCi applications online. This ensures your applications are fully complete before being submitted. And that means your business can be issued quickly. Using the e-App also:

- ▶ Ensures you're using the correct forms
- ▶ Reduces application scrubbing time
- ▶ Provides a paperless "green" experience

Tips for Completing the Paper Application

- ▶ Use the correct application and forms. Remember you must use the application for the client's state of residence
- ▶ Answer all questions and complete all necessary forms. If something doesn't apply, do not use N/A. Instead, write "no" or "none"
- ▶ If a question is answered in error, do not use white out. Instead, draw a single line through the error and have the applicant initial the correction
- ▶ Include a cover letter. The more you can tell us about the client, the greater the chance for a favorable underwriting outcome
- ▶ Indicate the best time to contact the applicant for the personal health interview
- ▶ Include your contact information so we can reach you if we have questions or need more information

Marketing Tools

Our paper app pack contains all the required forms for the state you select. You also have the option to submit your applications electronically with the easy to use LTC e-App.

MutualCare® Solutions Paper Application

Use this application for two applicants who are applying at the same time. Be sure it is completed accurately and thoroughly to reduce delays and ensure the policy can be issued as soon as possible.

Next Steps Brochure

Use this brochure to help clients understand what happens next. Walk them through the underwriting process and help them prepare for the health interview.

LTC e-App

Use this application to submit your MutualCare® Solutions applications online.



LTC e-App Quick Start Guide

Use this handy guide to learn how to get started using the LTC e-App.

You'll find a link to the LTC e-App and Quick Start Guide on Sales Professional Access at mutualofomaha.com/broker.



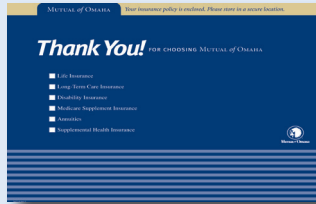
TIP: Don't forget to give every applicant the required Outline of Coverage and Shopper's Guide.

STEP 5: DELIVER THE POLICY

Delivering the policy helps you cement the sale and build long-term client relationships. Use this opportunity to remind your clients how an LTCi policy can help provide a solution to their problem.

Marketing Tools

Our policy delivery jacket is intended to allow you to put together a professional looking packet to leave with your new client.



Policy Jacket

Use this policy jacket to house all pertinent information, such as a cover letter, your business card and notes on how the policy fills the client's need.



TIP: Policy delivery is a perfect time to remind clients of the value you provide and ask for referrals.

How to Get Marketing Tools

We've created a variety of marketing tools – brochures, flyers, letters and more – to support your efforts through every step of the LTCi sales process. You can order the materials you need through your normal ordering channel.

Questions

If you have questions about steps in the sales process or any of the marketing tools available, contact your Sales Support team. They're available Monday through Friday from 7:30 a.m. to 5:30 p.m. (Central Time).

sales.support@mutualofomaha.com.



Long-Term Care Insurance underwritten by:

MUTUAL OF OMAHA INSURANCE COMPANY

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Omaha, NE 68175

mutualofomaha.com