

Marketing, Sales & Distribution

Post-Sale Marketing



16th Annual Intercompany Long Term Care Insurance Conference



- Denise Gott
 - ACSIA Partners
- Brian Johnson
 - New York-National Long-Term Care Brokerage
- Tonya Ulery
 - Transamerica Long Term Care
- Alex Ritter – Moderator
 - Robert W. Baird & Co.



- We need more people to tell the LTC planning story
- We need the story to be heard by more consumers – particularly those who do not interact with current distribution channels
- Post-sale consumer touch points present a substantial, yet overlooked marketing opportunity
- Other industries effectively leverage post-sale interactions to drive business growth



- Policyholder evangelism – more people to tell the LTC story
- Stronger policyholder cognizance of value of LTCI
- Gaining access to previously untapped market segments
- ‘Stickier’ business within all elements of the supply chain – client retention, cross selling, etc.

How does this apply to various disciplines?



- Worksite
 - Association
 - Individual
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- What are the key differences?
 - What can we learn from each?

What about the supply chain?



- Producers
 - Retail Agencies
 - Managing Agencies
 - Carriers
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- Do any opportunities for synergies exist?



- What is working, and what isn't?
- How do we quantify success? Can we?
- Priorities – next steps for industry



Thank you for attending. Be sure to fill out the session survey on the mobile app.