EFFECTIVE SALES TECHNIQUES

Contrasting a One-Call versus a

Two-Call Sales System

Moderator – Bill Jones, LTCP

ILTCI

ILTCI Mobile App Download Instructions

iPhone
iPad

1) Type **https://crowd.cc/s/1flyo** in web browser

2) Click "Download iPhone/iPad App" to load Apple's App Store and download the app.

android

1) Type **https://crowd.cc/s/1flyo** in web browser

2) Click "Download Android App" to load the Google Play Store and download the app.

BlackBerry

1) You'll be using the web version of the app. Open the web browser, click the BlackBerry menu button, select "Go To" and type **https://crowd.cc/s/1flyo**.
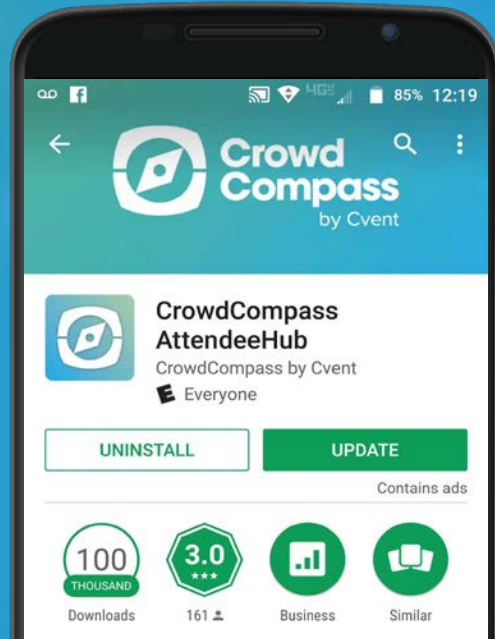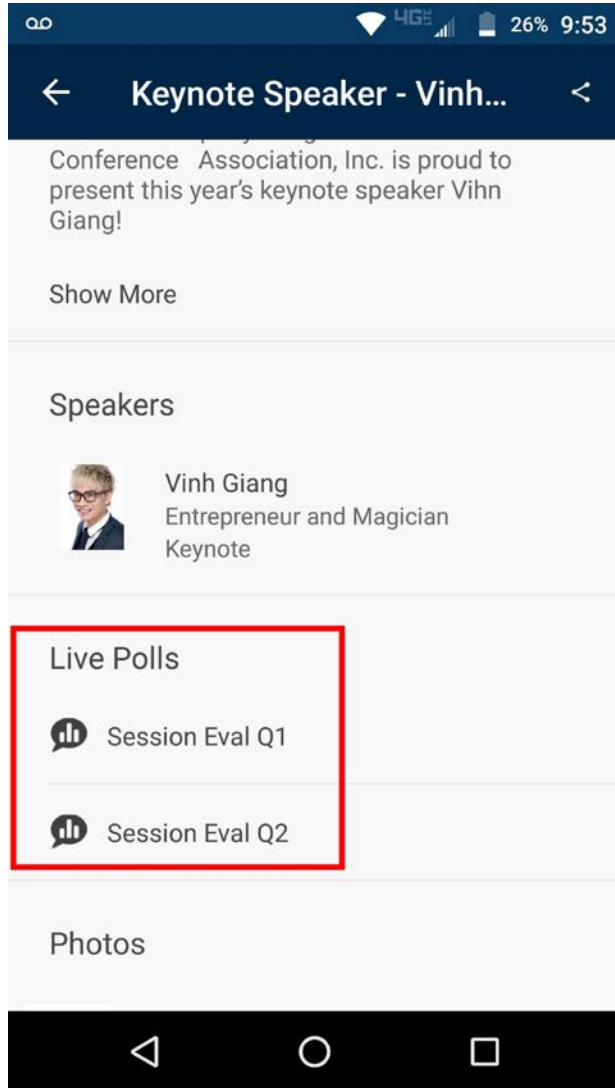
You can also just go to your app store and search 'AttendeeHub'. Once installed search 'ILTCI' and you'll find our app.

A Special Thank You to this year's Mobile App Sponsor
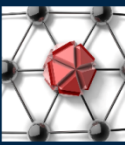
Nationwide®
is on your side

Session Survey Instructions

Once you are in the app go to the schedule and the session you are in.

Scroll to the bottom to find the Live Polling questions.

This year the session survey questions can be found in this section and will take just a couple seconds to complete.
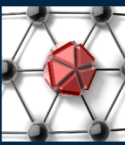
Mary Ann DeKing

Started in 2008

$millions on the books

Over a 75% placement rate

One-call close system

Sells all types of LTC products

Licensed and sells in all 50 states

Scott Olson, CLTC

Started in 1995

Was a caregiver

Selling virtually since 1999

Two-call close system

Author – "The Simple Solution: How to Protect Your Life's Savings…"
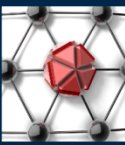
CLTC Board of Advisors member

TODAY'S AGENDA

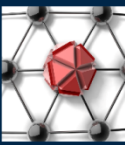Take you through the anatomy of a LTC sale made remotely

Contrast 1-call versus 2-call sales approach

Allow time for Q and A

TECHNOLOGY & TOOLS

- What software is a 'must have'?
- Computer, telephone setup?
- Who do you use for:
  - Screen sharing?
  - Telephone conference line?
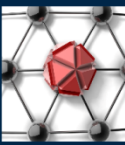 - Any other essential?

CLIENT PRE-QUALIFICATION

- Discuss the following:
  - When?
  - How?
  - Forms?
  - Medical only?
  - Financial?
  - Next steps when you're not sure?

BASIC SALES SCRIPT & STEPS

- Outline your basic sales steps

- Critical messages?
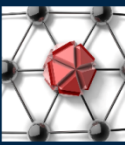
- Critical agreements throughout?

- Time involved?

CLOSING PROCESS

- Describe your "best" close
- Objections
  - How do you handle?
  - Common ones?
  - Any specific process to overcome them?
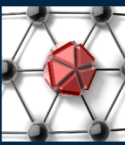 - When do you give up?

COMMUNICATION AFTER THE CALL

- Describe what you do for each:

  – Buyer

  – Non-Buyer

LTCI VS. HYBRID

- When do you decide?

- Sales process differences?

- Messaging differences?

- Ever switch mid-stream? How?

UNEXPECTED DECLINES
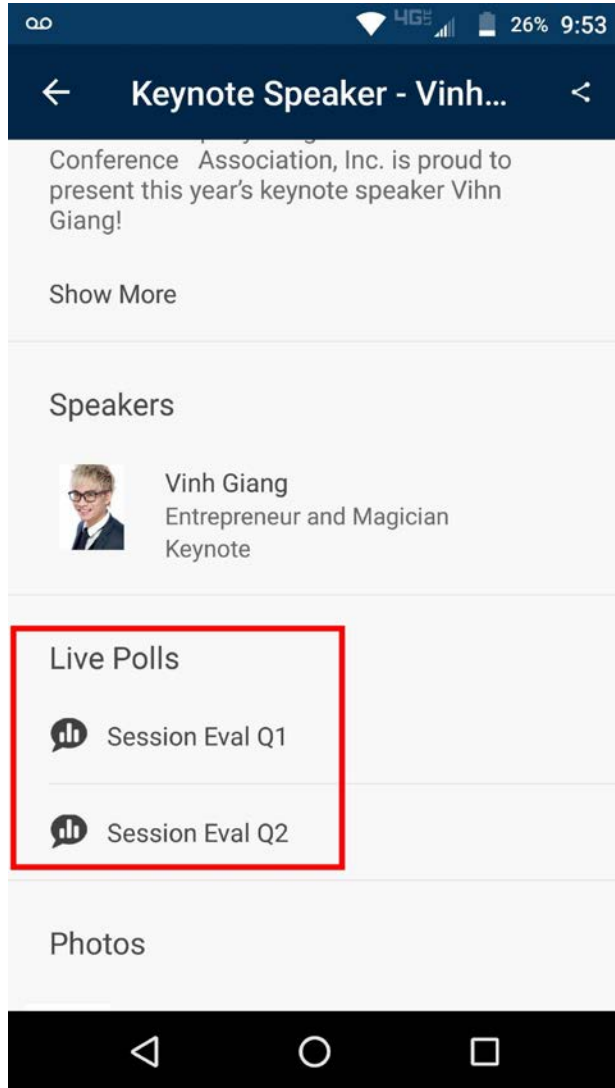
- What do you:
  - Do?
  - Say?
  - Recommend?

STAYING MOTIVATED & ORGANIZED

- What are MUST do/haves to succeed?

- What are MUST avoid or not do?

- Describe your keys to being organized?

AUDIENCE QUESTIONS

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THANK YOU FOR ATTENDING
THIS SESSION

PLEASE COMPLETE AND SUBMIT
YOUR SESSION SURVEY FORM