

Long-Term Care Insurance 2010 Teleconference Schedule



Selling LTCi is Easier than You Think!

Especially when you have access to all the tips, tools and training you need. Join our monthly teleconferences for information that will help simplify the sales process and give you the confidence to sell with ease.

It's easy to participate!

- Mark your calendar for the **third Tuesday** of each month
- All teleconferences are offered at **9 a.m. and 3 p.m.** Central time
- Each call lasts approximately **20 minutes** and will include time for questions
- Dial **1-877-511-4819** a few minutes before the call is scheduled to begin
- Mention **"long-term care training"** to the operator

LTCi Basics

Tuesday, January 19

It's a crash course in LTCi. Learn what it is and how it works, who needs it and why you should be selling it.

Real Life Stories

Tuesday, February 16

Hear from real people who've had a long-term care situation and learn how their LTCi policy made a difference.

LTCi: Who Needs It?

Tuesday, March 16

LTCi isn't just for older people. Find out more about the many different target markets for LTCi.

How to Find Prospective Clients

Tuesday, April 20

You may already know people who are good prospects for LTCi. Get tips on where to look for them.

LTCi Conversation Starters

Tuesday, May 18

You've found a prospective client, but don't know what to say? Learn some effective ways to begin a conversation about LTCi.

Turning Objections Into Sales

Tuesday, June 15

We've heard them all. Get tips for turning even the most difficult objections into LTCi sales.