



LONG TERM CARE  
INSURANCE

TIPS FOR PROSPECTING

## Sales success starts with good prospecting techniques



As a leader in LTC insurance, we are dedicated to helping you raise awareness about the importance of long term care planning. To help support your prospecting efforts, we are pleased to provide you with some quick and easy tips for direct mail and hosting seminar events. We've also made it more affordable for you to customize postcards and seminar invitations with our easy-to-use online ordering catalog. **Start prospecting today!**

## Direct mail prospecting

Many producers have found direct mail to be a great way to develop new relationships and increase their book of business. John Hancock offers a number of prospecting tools designed with eye-catching, hard-hitting messages about the importance and benefits of LTC planning.

Here are four simple steps to help you get started and make your direct mail campaign a success:

STEPS	TIPS
<p><b>1</b> Who are you prospecting to?</p>	<ul style="list-style-type: none"> <li>• Consider targeting specific genders, income/asset and age ranges, including boomers, seniors, caregivers or existing clients.</li> <li>• Think about how the product will benefit them and what will motivate them to purchase. Is it protection? Affordability? Caregiving experience? How are you going to help them relate to the product? Then select your prospecting tool from there.</li> </ul>
<p><b>2</b> How will you find them?</p>	<ul style="list-style-type: none"> <li>• Buy a list from a local vendor.</li> <li>• Use your existing client base to cross-sell or get referrals.</li> </ul>
<p><b>3</b> How can you get a prospect's attention?</p>	<ul style="list-style-type: none"> <li>• The most successful campaigns offer the prospect an incentive. Consider offering a free copy of AHIP's "Guide to LTC Insurance," the NAIC's "Shopper's Guide to LTC Insurance," or an approved third-party article.</li> </ul>
<p><b>4</b> Responses — what should you expect?</p>	<ul style="list-style-type: none"> <li>• The average response rate for direct mail is 1-2%<sup>1</sup>. You can maximize your success with follow-up phone calls.</li> <li>• Track and measure results by including a campaign-specific toll-free number or website address as a way for prospects to learn more or contact you.</li> </ul>

**STAY IN TOUCH**  
 Send approved brochures or third-party articles with a short note and your business card. Prospects might not respond on the first try, but if you continue to work your list and build relationships, they may remember you if their needs change.

1. Marketingprofs.com, 2005.

# Hosting a successful seminar

Many producers have had great success holding seminar events for new and existing clients. They are a great way to build relationships and credibility within your community. Here are a few simple tips to get you started:

## PREPARATION

- ▶ Start planning for the event 6-8 weeks in advance, and select a location where people will feel comfortable (e.g.: country club, restaurant or hotel).
- ▶ Purchase a list for the audience you wish to target.
- ▶ Offer food and beverages.
- ▶ Customize and order invites online, at [jhltc.com](http://jhltc.com).

## PRESENTATION

- ▶ Keep your presentation brief and your audience engaged.
- ▶ Analyze your audience and focus your messages appropriately.
- ▶ Limit your presentation to an hour and fifteen minutes.
- ▶ Kick off the event by testing their knowledge of long term care issues to avoid common misconceptions.
- ▶ Encourage the audience to share personal long term care experiences.
- ▶ Allow for questions throughout the event by encouraging the audience to jot down notes. This will help them better identify those areas in which they need assistance — and better position you to set an appointment.

## FOLLOW UP

- ▶ Try to set appointments at the end of your event.
- ▶ Follow-up the day after the event while information and goals are still fresh.
- ▶ Plan to make calls during the day and in the evening.
- ▶ Keep in touch with attendees on a regular basis with third-party articles and regular phone calls.

## TRACK RESULTS

One of the best things about seminars, as opposed to other lead generation methods, is that you can directly track your business (and referrals) against your event expenses. Be sure to track:

- ▶ RSVPs
- ▶ Actual number of attendees
- ▶ Number of appointments scheduled
- ▶ Sales and commissions
- ▶ Referrals

### FOR MORE INFORMATION

To learn about hosting a successful seminar event, review the Seminar Marketing Guide (LTC-3853).

## Order customized prospecting material today

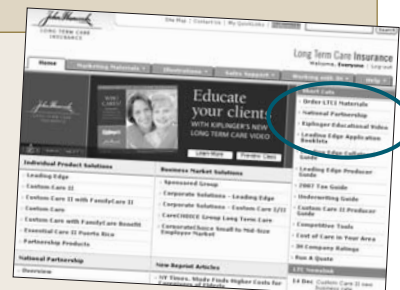
Customizing and printing postcards and seminar invitations is easier than ever with our three-step customization process. Here's how:

### STEP 1

#### Select your prospecting tool/method

Visit [jhltc.com](http://jhltc.com) and select Order materials> Place an order> select a catalog> Add the prospecting tool of your choice to the cart.

Each item is listed twice in the catalog, depending on whether you want the material bulk shipped to your office OR if you would like us to mail on your behalf. Select the option that works best for you.



### STEP 2

#### Customize and proofread your prospecting piece

Enter your contact information as you would like it to appear on the prospecting piece. Select "NEXT" to view a proof of the customized item.

A low-resolution proof will be provided on the screen. Be sure to review for accuracy (you may even want a second set of eyes to review it!) If the proof is okay, select "Add to Cart."



### STEP 3

#### Complete and submit your order

Enter the quantity you wish to order, and select 'UPDATE.' The price of the item will then appear. In case of a bulk shipment, enter your ship to address. Select "Next" to proceed through the checkout.

You will be presented with a final Order Summary prior to submitting your order to the warehouse for shipment. If everything is accurate, submit your order.

**REMEMBER**  
Those who have had  
the most success with  
direct mail and seminars  
follow-up and  
follow through!