

Connecting Ideas to Help You Sell



Jeff Wilson, *Eastern Regional DI Sales Manager*



Sales Strategies

3 Choices to Customize Your Customer's Experience

A sales professional's goal is to convert a first time customer into a loyal, longstanding client. Customizing your customer's sales journey can offer advantages to help you meet that goal. Take time to see your sales process through the "client lens" and offer an experience that fits your client's preference.

For example, a millennial might appreciate an online application process, while a more mature client might be receptive to a traditional application. Striking the right balance of technology with your personal touch will look different to each of your unique clients. That's why we offer 3 different types of disability income insurance (DI) applications to help you service your clients the way they want.

3 Application Choices Available on our Agent Forum

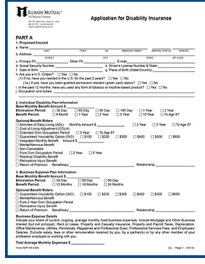
1. Traditional Application
2. Tele-Application
3. Web Application (WebAPP)



Marketing Tools

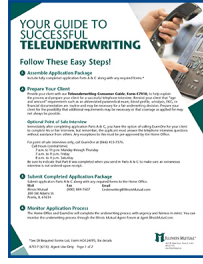
Check out these sales tools from our Agent Forum and [Resource Library](#) to learn more about application and underwriting options from Illinois Mutual!

[Contact Me for
these Sales Tools](#)



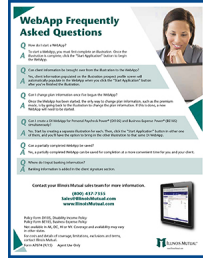
APP105-D

Paper Application



A7017

Your Guide to Successful Teleunderwriting



EA706

WebApp Frequently Asked Questions



A9576

Streamlined DI Underwriting



Roadshow Coming to a City Near You

Come to a live training about how to sell DI more effectively and connect with your Illinois Mutual regional sales manager. Lunch is provided. Check out these dates and locations!

UPCOMING DATES AND LOCATIONS:

7/18/2018 Tulsa, OK

7/19/2018 Oklahoma City, OK

7/20/2018 Chicago, IL

7/19/2018 Peoria, IL

[Sign-Up Today!](#)



IRSR Webinars

The DI Plan

Tuesday, July 17, 2018

10 a.m. CDT

Our online webinars are a convenient way to learn sales tips and tools to position you for success within your region and get to know your Internal Regional Sales Representative (IRSR).



Karen Luciano
Eastern Internal Regional Sales Representative

[Register Now](#)



Announcements

2018 DI Quarterly Incentive

Contact us today to find out more about our 2018 DI Quarterly Incentives for an opportunity to earn cash bonuses throughout the year!



"Happy selling to you!"

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