



## LTC Awareness Month



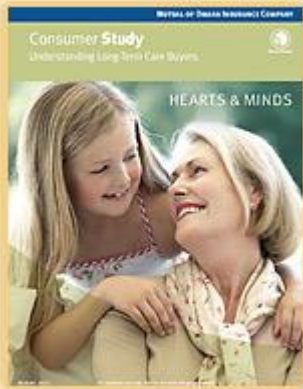
## November is LTC Awareness Month. Time to Listen to What Consumers are Saying.

Have you ever wished you could be a fly on the wall listening to conversations and gathering insights that would help you become a more successful LTCi salesperson? That's exactly what we did. We listened as LTCi buyers and non-buyers alike shared their thoughts, feelings and expectations. And here's what they said:

- I don't know a lot about it

- I want to be educated...but I don't want to be sold
- I know I can't do it alone. I need the help of an agent
- Why hasn't anyone approached me about this

There are people out there looking for information about LTCi and these folks are eager to talk with you. But if you're struggling with who to target and how to begin the conversation, here are some tools that can help.



## Hearts & Minds

This handy booklet provides insights into the typical LTCi buyer. Use it to gain a better understanding of why some people buy LTCi and others don't.



## Three Things You Should Know

Use this brochure to educate clients. It can help you explain how an LTCi policy works, how a policy can be tailored to their needs, and the importance of selecting the right insurance company.

# Looking for Sales Ideas?

Our [LTC Sales Ideas booklet](#) is packed with tips for turning your clients' needs and concerns into sales.



**Note:** Materials can be ordered using your normal ordering process.

© 2015 [Mutual of Omaha Insurance Company](#). All rights reserved.  
Mutual of Omaha Plaza | Omaha, NE 68175