



Heartland LTC Training Schedule

May—June 2009

✓	Date	Subject
Heartland LTC Hosted Conference Calls All Calls Will be: <u>9:00 am—10:00 am Arizona Time</u>		
	Thur May 7	Who, What, When and Where Quick overview of what company is the best fit for each individual client's situation.
	Thur May 14	Getting Started with LTCi Cover the fundamentals of LTCi and how to start the conversation with your clients.
	Thur May 21	Executive Care-Outs with LTCi Join us and learn more about this explosive market.
	Thur June 4	Three Step Approach to Selling LTCi You'll have to attend this call to learn about this innovative approach to selling Long Term Care insurance!
	Thur June 11	Getting Started with LTCi Cover the fundamentals of LTCi and how to start the conversation with your clients.
	Thur June 18	Multiple Planning Solutions for LTC Protection Traditional? Cash? Life-LTC Hybrid? Hear about all the different options and how to decide which one is best for your client.

Heartland LTC Hosted Classroom Training
Classes Will be Held At The Heartland LTC Education Center
Located Here in Our Office at 5070 N 40th Street, Suite 135
Class Time is 9:00 am—11:00 am

	Fri May 15	Advanced LTCi This class is designed for the more experienced agent who just wants a little boost in their sales approach and product selection.
	Fri June 12	LTCi Hybrids Life Insurance with LTC Riders, Annuities with LTC Riders... and the carriers that sell them are convinced they will revolutionize the industry. Understand their place in the market, their unique sales advantages and just how they can compliment your portfolio of LTC products.

Name: _____ Email: _____ Phone: _____

Fax Form Back to 602-381-8503 To RSVP For Any of the Above Classes



Heartland LTC Carrier Hosted Training

May—June 2009

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Genworth Conference Call Series			
	Tues April 28	12:00 Noon Arizona Time	Financial Picture This call will cover capitol liquidity, risk based capitol, stock prices, the value of Genworth and the correlation of stock price and value of the company.
	Tues April 28	11:00 am Arizona Time	Genworth's New Multi-Life Product This will be a comprehensive look at Genworth's revolutionary new worksite product and marketing suggestions to help expand your business.
	Tues May 5	12:00 Noon Arizona Time	Reserves & Claims Reserve explanation, reserve perspective to policy base claims, the impact of volume on reserves and the overall picture of reserves to claims.
	Tues May 12	12:00 Noon Arizona Time	Company Experience This call covers pricing and risk, what Genworth has learned over the years, and how Genworth decides on their pricing.
	Tues May 19	12:00 Noon Arizona Time	Extraordinary Time Explore the worst case scenarios that could happen to existing policy holders. Hear some talking points for producers regarding policy owner safety.
	Tues May 26	11:00 am Arizona Time	Multiple Planning Solutions LTCi is no longer a one size fits all. Genworth now offers a range of choices. We'll also cover how to sell LTCi as a plan.
	Tues June 2	12:00 Noon Arizona Time	Recap and Q&A with Genworth The final call of the series will give participants the opportunity to get additional clarification on questions they may have from key Genworth LTCi upper-management.
	Tues June 30	11:00 am Arizona Time	Total Living Coverage An in depth look into Genworth's ground breaking Universal Life/LTCi linked product

Prudential Long Term Care Conference Call Series

	Wed May 13	9:00 am Arizona Time	LTCi Underwriting Better equip yourself to receive favorable underwriting decisions and become a more successful field underwriter. This session will provide insight into the LTCi underwriting guidelines along with recent changes and updates.
	Wed June 10	9:00 am Arizona Time	LTCi Strategies: Prospecting, Planning, Setting Appointments, and Handling Objections Learn key strategies in approaching the long term care insurance sale including prospecting, setting appointments, handling common objections as well as other helpful strategies.

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