



November 2006

StrateCision Newsletter

StrateBytes from The LTCI Software Company

Greetings!

Welcome to the StrateCision newsletter! This is our second monthly letter to our software subscribers and others who sign up on our website, www.LTCA.com. From time to time we may be too busy updating our LTC Advisor and LTC Quote programs to actually publish the newsletter, but we'll do our best.

Housekeeping

Do you want another newsletter?

If you don't want to receive newsletters from StrateCision, you can unsubscribe by clicking the Unsubscribe link below.

But if you use our LTCI software tools, we encourage you to stay on the distribution list, since we think you'll find useful information on what these tools can do for you. Along with tips on how to use our programs, we'll announce on-line training sessions, and also have sales tips from guest contributors.

Software tip of the month

Have you searched and ranked?



Many subscribers to LTC Quote Plus have never tried the **Search** option in the main menu. This is surprising because searching can tell you a lot with very little effort.

Sometimes you may want to see everything sold in your client's state, just to get an overview of the entire market. Search will do that for you.

Click Search on the menu, then choose the benefits your client is looking for, then click the binoculars icon to do the search. Quote Plus will spend several seconds looking through all the policies to find the ones in the client's state with the requested benefits.

When finished searching, it will bring up a table of all the policies it found, sorted in order of increasing premium. You can print this list, save it as a file, or email it.

Even though you don't sell all the plans on the list, it can be a powerful tool to see the entire market at a glance. It also shows your clients they don't have to shop around, since you can show them anything they want to see.

New LTC Advisor

Want to beta test?

We are in the final stages of preparing a **new version of LTC Advisor**, our first program to do LTCI comparisons.

The program is almost ready for beta testing, and we're looking for a few good agents to help test it.

If you are a **current subscriber** to LTC Advisor, and you'd like to test the new version, send an **email to help@ltca.com** to volunteer.

You should have a high speed Internet connection and be able to receive .zip or .exe attachments without interference from your email server or email program.

Sales Tip

Byte-size sales tip of the month

Good prospects ask questions. And periodically they will ask a question and you won't know the answer. It happens to all of us. When that occurs, here's a good phrase to use: "That's a really good question. Let me get back to you with the answer."

This also gives you another reason for a follow-up call to your prospect. They will appreciate your thoroughness in researching their question and getting back to them.

Tip contributed by:

Margie Barrie of Hagelman Barrie Sales Training Solutions

If you have a sales tip for our newsletter, send it to **help@LTCA.com**. If we use your tip we'll send you a coupon good for a discount on a StrateCision new or renewal subscription.

Want training in LTC Quote Plus?

Online training offered Nov 30

We will run an online training session for LTC Quote Plus users on Thursday Nov 30 at 4PM EST.

Training is limited by our conferencing software to 10 users, so the first 10 users who sign up will receive an invitation to login to the session.

Depending on demand, additional sessions will be scheduled.

If you want training in a specific program or a specific section of a program, let us know what you're looking for.

Send requests to **help@LTCA.com**.

How to reach us

email: sales@ltca.com
phone: 781-453-1938
web: <http://www.LTCA.com>

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