

Preview Code for www.LTCUniversity.com: 6T8AU-JT5JN

Dear NAHU Members,

I am so excited to welcome you to our Partners-in-Training program through the National Association of Health Underwriters. NAHU has made it possible for you to enjoy a value-added discount on both LTCUniversity.com, my new e-learning experience for LTCI, and my proven sales tools!

Right now, we have mostly a few people selling a lot. We need a lot of agents selling something – even if it's just one policy a week. That effort would explode market penetration for this critically needed product almost overnight. We simply can't afford to pay for the baby boomers on public assistance, and until we figure out a way to make private LTC insurance work in this country, we are rearranging deck chairs on the Titanic!

But agents who have client relationships built on years of great service won't jeopardize those relationships to sell something new unless the agent's confidence level in the new product is very high. Therein lies the problem. Without 24/7/365 training that is easy to access, the confidence level doesn't grow, and the sales aren't made. Then another agent makes the sale to the client, and the next thing the original agent knows, the LTCI agent is proposing other products. There's no reason to allow this to happen to you, now that LTCUniversity is here to meet your LTCI training needs at YOUR convenience, on YOUR time, and on YOUR schedule for a fraction of the cost of live training.

The multimedia experience of LTCUniversity is yours for the discounted price of only \$159, with an optional \$35 extra if you want CE credits. To register, just click on the LTCUniversity icon on the NAHU's website and enter your preview code 6T8AU-JT5JN on the sign-in screen. You'll have 45 days in which to complete the class, but it's only about 6.5 hours total, so you'll want to finish MUCH quicker! Then, to get your Partners-in-Training discount on the proven sales tools that have been used for over a decade by some of the most successful LTCI agents in the industry, just click on the *LTC Consultants* icon on the NAHU website. Be sure to enter NAHU in the "company name" on your order form to get your PIT discount.

It's an unbeatable combination – state of the art training AND sales tools! But wait, there's more! We will be adding several exciting "webinars" in the next few months on seminar selling, worksite marketing and of course, the individual sales presentation on the *LTC Consultants* site, AND....this is REALLY exciting....look for some live "virtual classroom" sessions with me in 2003!

Thanks for helping me achieve my lifetime goal of bringing these exciting and FUN training and sales tools to YOU....24/7/365....so together we can help as many families as possible with long-term care planning, and as a wonderful byproduct, you get to watch your commission dollars EXPLODE!!

Phyllis Shelton, President
LTC Consultants