



June 2010

Finding DI Leads



Don't overlook the opportunity to talk about DI with people in your community. Most of them have the need and are interested in protecting their paychecks. They just need you to approach them and show them how they can take action. ***They are willing to buy – you just have to ASK.*** Here are some ideas for finding clients in your community:

Your Book of Business

You need look no further than your own book of business to find the best leads there are: people who have already put their trust in you by buying insurance from you. Have you sold people a life insurance or property/casualty policy? Contact them for a check-up and order a supply of [Form 9184](#) – How Long Can You Make it Without a Paycheck? to show them the need for DI.

Chamber of Commerce

If you're not a member of your local chamber, join immediately. You get the opportunity to share your materials in welcome kits, speak at chamber functions and attend business-after-hours mixers. The people you meet could well be future clients or decision-makers at local employers.

Small Business Association

A disability can be a small business owner's worst enemy if not properly protected against with business expense protection insurance. Use the complete sales presentation in [Form 9192](#) – Business Owners Need Overhead Protection to show them the need for DI.

Commercial Day Care Centers

With this audience, it's probably a good bet that families with kids in day care are dual earners. What would happen to their lifestyle if one of them became sick or hurt and could no longer work to earn a paycheck? Discuss holding a meeting on the day care premises with the facility's director, and ask to announce the meeting in the day care's newsletter for a better turnout.

From a single marketing piece to a specific marketing plan, Illinois Mutual's sales team is there to increase your sales success in the DI marketplace. For more information about finding DI leads, contact your DI sales team today.

New Videos Showcase Illinois Mutual 2009 Highlights

Illinois Mutual recently launched www.IllinoisMutualNow.com. This dynamic new online tool showcases four moving stories of real Illinois Mutual policyowners and agents across all product lines – disability insurance, life insurance, workplace insurance and annuities – as well as detailing the Company's 2009 financial achievements. This unique format allows us to focus on the strong relationships the Company has with our agents and policyowners, while reviewing our progressive product achievements in 2009. The microsite replaces the printed version of the Annual Report we have produced in the past, so we encourage you to visit this powerful resource and sales tool.



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