

Fast•Class File

Client Data System

Volume 50: LTC Prospecting

Recent research has shown that individuals between 40 and 55 years old have a heightened awareness of the need for good retirement planning – including the importance of having LTC coverage. One reason for this heightened awareness is attributed to the fact that individuals between 40 and 55 years old have parents about to retire or are already retired and in some cases, must care for their retired parents. This heightened awareness can make individuals between 40 and 55 years old ideal prospects for LTC products.

This Fast Class demonstrates one way of creating a Dynamic Report that will find individuals in the ideal target range, as well as other criteria, that would make contacts ideal prospects for LTC products.

To create a filter to find all contacts between the ages of 40 and 55 –

- Select **View** from the main menu.
- Select **Filters**.
- Click **OK** to perform an open search and launch the **Filter Summary** screen.
- Click the **Add** button in the **Filter Summary** toolbar.
- Select the **Contact Information** table in the **Table Name** window.
- In the **Filter Criteria** window, click the **Column Name** drop down and select the **Age** column.
- Select the **Range** operator in the **Operation** section of the **Filter Criteria** window.
- Type **40** in the **Value** field and click the **Add** button.
- Type **55** in the **Value** field and click the **Add** button.

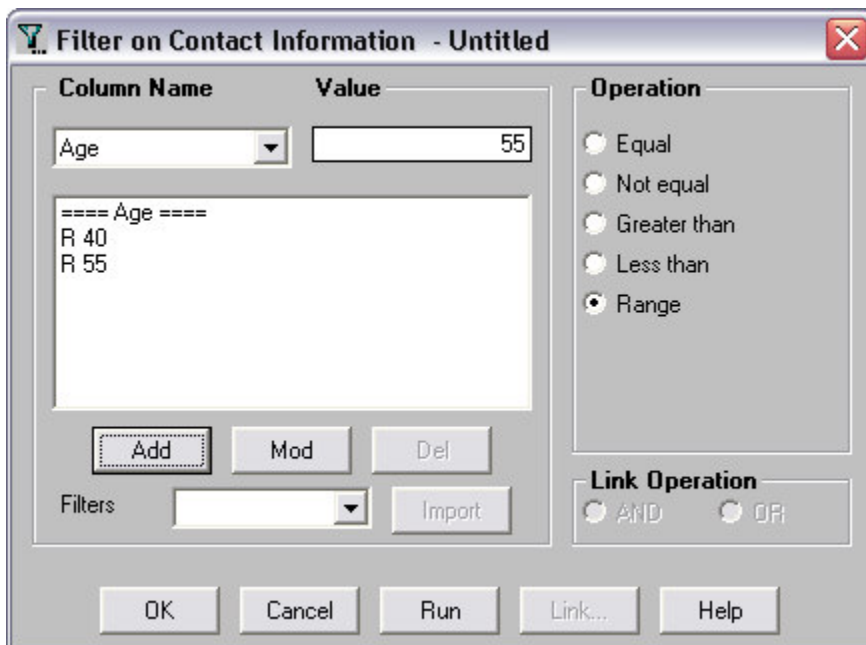


Figure 1: The Filter Criteria screen (criteria to find contacts between 40 and 55 years old.)

- Click **OK** and give the filter a name.
- The new filter will appear in the **Filter Summary** screen.

To create a filter to find all contacts with life insurance but LTC coverage –

- Select **View** from the main menu.
- Select **Filters**.
- Click **OK** to perform an open search and launch the **Filter Summary** screen.
- Click the **Add** button in the **Filter Summary** toolbar.
- Select the **Contact Information** table in the **Table Name** window.
- In the **Filter Criteria** window, click the **Column Name** drop down and select the **Total Life Premium** column.
- Leave the **Value** field blank. (A blank **Value** field represents a NULL value)
- Select the **Greater than** operator in the **Operation** section of the **Filter Criteria** window.
- Click the **Add** button.
- Click the **Column Name** drop down and select the **LTC Prem** column.
- Leave the **Value** field blank.
- Select the **Equal** operator in the **Operation** section of the **Filter Criteria** window.
- Click the **Add** button.

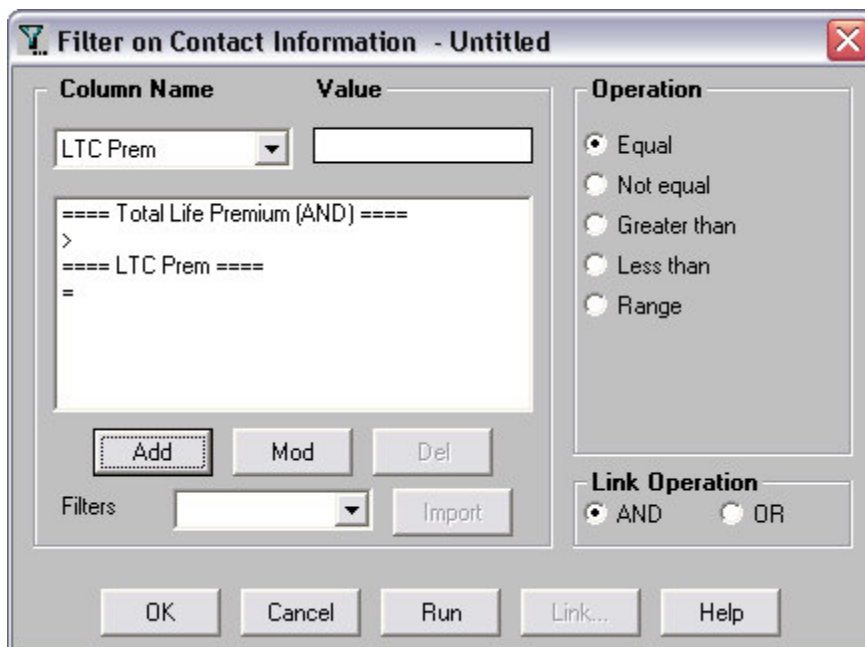


Figure 2: The Filter Criteria screen (criteria to find contacts with life coverage but no LTC coverage.)

- Click **OK** and give the filter a name.
- The new filter will appear in the **Filter Summary** screen.

To create a filter to find all contacts with an income \$50,000 or greater -

- Select **View** from the main menu.
- Select **Filters**.
- Click **OK** to perform an open search and launch the **Filter Summary** screen.
- Click the **Add** button in the **Filter Summary** toolbar.
- Select the **Contact Information** table in the **Table Name** window.
- In the **Filter Criteria** window, click the **Column Name** drop down and select the **Income** column.
- Enter 49999 in the **Value** field blank.
- Select the **Greater than** operator in the **Operation** section of the **Filter Criteria** window.
- Click the **Add** button.

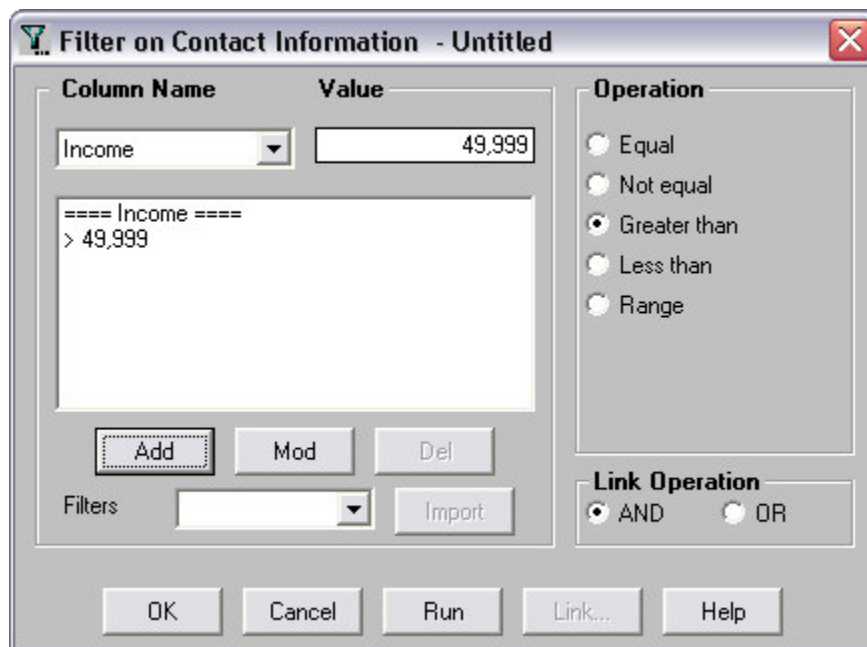


Figure 3: The Filter Criteria screen (criteria to find contacts with income \$50,000 or greater.)

- Click **OK** and give the filter a name.
- The new filter will appear in the **Filter Summary** screen.

To create a Dynamic Report that will find all contacts meeting the criteria for ideal LTC prospects (between 40 – 55, income \$50,000 or greater, and life insurance holders with no LTC coverage) –

- Select **Reports** in the **Main** menu.
- Select **Dynamic Reports**.
- Click **OK** to perform and open search and launch the **Dynamic Report** summary screen.
- Click the **Add** button to create a new dynamic report.
- Select the **Contact** Information table in the **Select Primary Table** window.

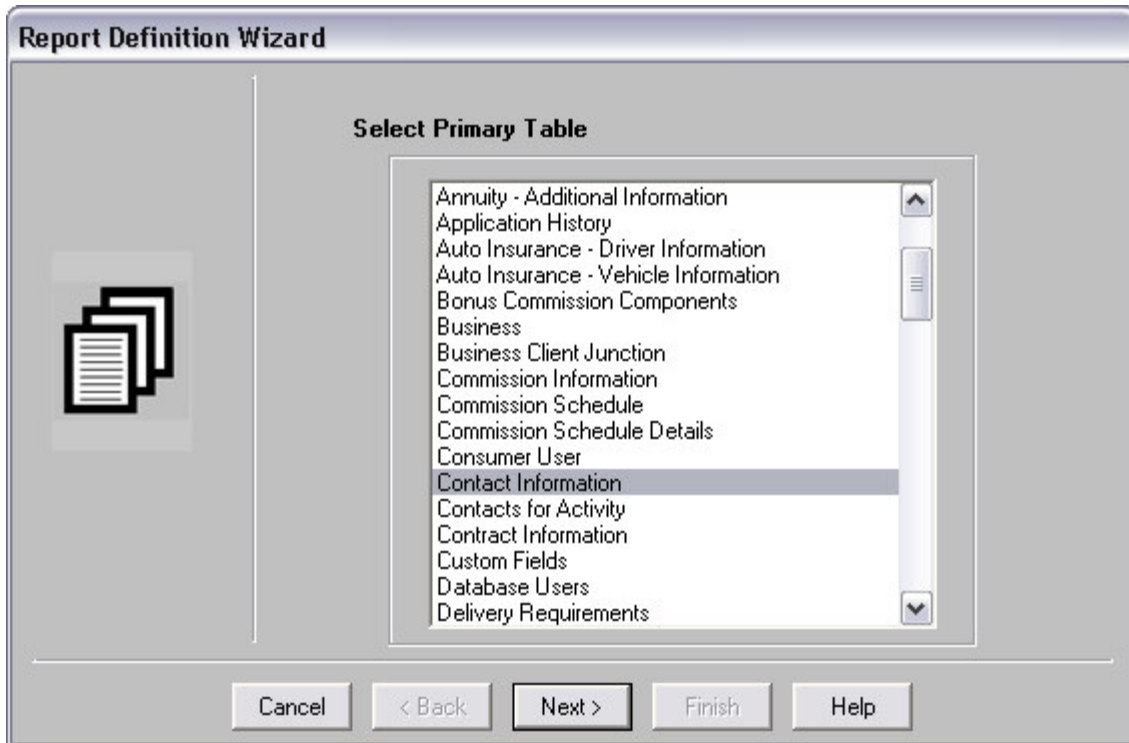


Figure 4: The Select Primary Table window (Contact Information table selected.)

- Click **Next**.
- Define columns as needed in the **Report Column Definition** window. When complete, click **Next**.
- Add the **LIFE NO LTC**, **INCOME > 50K**, and **AGE 40 – 55** filters in the **Report Selection Criteria** window.

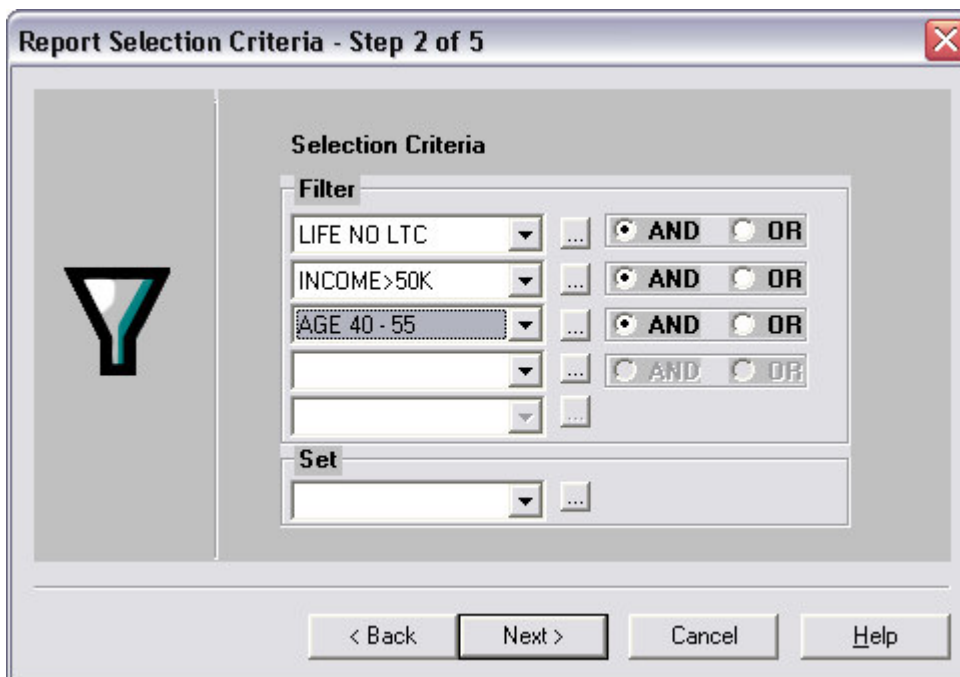


Figure 5: The Report Selection Criteria window (filters added.)

- Click **Next**.
- Click **Next**.
- Apply settings as needed in the **Select Output Type** and **Spreadsheet Output Settings** windows.
- Give the report a name in the **Report Package Description** window.
- Click **Finish**.
- The new report will be automatically highlighted in the **Report** summary screen.
- With the report highlighted, click the **Run** button.

With the ideal prospects identified, approach letters can be generated for each prospect with the **Spreadsheet Correspondence** button in the **Dynamic Report** toolbar and follow-up phone calls can be created using the **Activities** button.

Last Name	First Name	Type	Occupation	Age	Income
Ackerman	Joseph	Client	Physician/Surgeon	51	75,000
Adcock	Martin	Client	President	49	85,000
Antille	Eugene	Client	General Contractor	45	65,000
Arrieta	Michael	Client	Insurance	47	54,000
Bartelo	Frank	Client	Manufacturer	53	50,000
Bicosta	Stephen	Client	Owner/fast Food Restaurant	52	70,000
Chung	Harold	Client	Body Shop	45	58,000
Garrison	Harold	Client	Store Owner	55	73,000
Gueller	Frances	Client	Supervisor	53	51,000
Hurst	Suzy	Client	Manager	49	55,000
Killinger	Ethel	Client	Law Secretary	42	55,000
Nakamoto	Roy	Client	Vice-President	43	130,000
Nelson	Yolanda	Client	Bookkeeper	42	51,500
Ohara	Sammy	Client	Owner-Manager Of Bike Shop	41	62,000
Osterman	Karen	Client	Homemaker	49	54,000
Smith	Margret	Client	Graphic Designer	42	82,000
Wolton	Peter	Client	President & Plant Manager	48	145,000
Yamagata	Yoshio	Client	Owner/Manager - Koju Restuarant	53	58,000

Figure 6: The Dynamic Report showing ideal LTC prospects.