NAHU Convention Breakout Sessions

The Long-Term Care Insurance Producer—Successful Sales Techniques

Sunday, June 25, 8:30-9:30 a.m.
(session repeats at 9:45 a.m.)

Featuring: Phyllis Shelton

This session will provide the latest sales strategies for long-term care insurance, including the impact of the Deficit Reduction Act of 2005—the biggest catalyst for LTCI sales since the LTCI tax incentives were introduced in 1997!

Sales Autopsy: A Postmortem of Your Sales that Died

Sunday, June 25, 8:30-9:30 a.m.
(session repeats at 9:45 a.m.)

Featuring: Dan Seidman

Experience a unique and useful program as Dan Seidman of SalesAutopsy.com shares his analysis of 500+ hilarious selling blunders. These incredible tales reveal how selling has changed and Dan—recognized as one of the Top 12 Sales Coaches in America—will help you tap into the wisdom and strategies of world-class sales pros. This will be an interactive experience where attendees will learn from the collective brainpower of everyone in attendance.

Also be prepared to share your most embarrassing sales moment during a "confession session." Fabulous prizes will be given away, including The Sales Comic Book (there is nothing like it on this planet—possibly any planet) and the Revenge of the Reps video game.

Legal, Banking & Regulatory Issues Associated with HSAs

Monday, June 26, 1:30-2:30 p.m.
(session repeats at 2:45 p.m.)

Featuring: John Hickman and Kevin McKechnie

So you think you know everything you need to know about HSAs? While setting up an HSA is somewhat short of rocket science, there are a number of hidden traps and pitfalls that can result in serious financial exposure for you and your clients. John Hickman, partner with the national law firm of Alston & Bird, and Kevin McKechnie, staff director of the HSA Council, will address what you need to know in order to properly set up and administer an HSA. Issues addressed include HIPAA, ERISA, banking, regulatory, tax and related "compliance traps" for the unwary.

Making Sense of Medicare Part D—Tools and Techniques

Monday, June 26, 1:30-2:30 p.m.
(session repeats at 2:45)

Featuring: Peggy Olson and John McCreedy

Peggy Olson of NAHU's Medicare Working Group and John McCreedy will provide an overview of the ethical issues producers may encounter when selling Medicare-related products, particularly those relating to Medicare Part D. The overview will include information on what producers are allowed to do concerning marketing Part D products to clients, as well as a review of resources that NAHU's Medicare Working Group, CMS and Medicare Part D carriers have developed for producers on this subject. This session will also emphasize the increased awareness and participation in Medicare Prescription Drug Benefits.

Consumer-Driven Health Care—New Market Segment Opportunities

Monday, June 26, 1:30-2:30 p.m.

Featuring: Corrie Hanrahan and Melissa Canellis

Today's rapidly changing health insurance marketplace is characterized by an increasing number of uninsureds, rising costs of health care, and the emerging popularity of Web-based sales and service. As a result, consumers are taking a more active role in addressing their health care costs. Representatives will be providing information about recent research findings in the health insurance industry, consumer-driven health plans (including basic benefit and qualified high-deductible plans), new market segment opportunities, and how technological advancements are impacting the relationships among consumers, agents, and carriers.

Increase Your Productivity and Income with Smarter "Time Management"

Monday, June 26, 1:30-2:30 p.m.

Featuring: Kimberly Martin

Do you look around at the end of the day and realize that you haven't accomplished anything you set out to do? Are you a wearer of many hats but most of the time the hat you wear is of the "fireman" variety? If you answered yes to either (or both) of those questions, this workshop is for you! This session is designed to get you out of the to-do phase and into the completed phase by the end of the day.

Learn which tasks are "time bandits" and identify the two deadly Ps that are destroying your productivity. Every successful person has to be a good time manager. You can work smarter, not harder, to increase your productivity and your income.

High-Tech Disability Insurance—The Future of Your Commissions

Monday, June 26, 2:45-3:45 p.m.

Featuring: Steve Crawford

Steve Crawford will describe in detail the short- and long-term future of the individual disability insurance industry. Come see how the Internet has changed the disability insurance industry over the past five years, and what to expect down the road. Companies have access to information like never before, allowing them to make informed changes much faster than we have ever seen. This is only the tip of the iceberg; Steve will explain what the disability insurance industry's next steps are. The Internet is changing our business; come get a first-hand look at what's next.

Increase Sales by Managing Your Website and Referrals

Monday, June 26, 2:45-3:45 p.m.

Featuring: Jeremiah Demariais and Scott Osler

This is a Web marketing power hour designed to use Web tools to close more policies—with case studies. Agents looking for strategies to increase sales will not want to miss this important event. Discover the seven step-by-step online secrets successful producers are using to increase their book, presented in a practical, "here's how you do it" way. Through real-world case studies you will learn: how to get your website visitors to convert into exclusive leads; why agents using online quoting tools are closing more sales; how to use autoresponders to capture lost business; and how to use e-mail to speed up sales and be CAN-SPAM compliant.