

Knowledge Leads To Confidence

Confidence Leads To Sales Success

One of the biggest challenges facing many agents today is developing the confidence to effectively discuss long-term care insurance with their prospects and clients. Our Prudential Summit is designed to provide you with an insider's view of long-term care insurance so you have the expertise to solve your clients' long-term care problem. You will learn what prospects are thinking, how insurance companies are adapting to consumer demand, and how multi-life (worksite) long-term care insurance presents your greatest opportunity for LTCi sales success.

Two Hours of Continuing Education

Plus

Individual & Multi-Life Long-Term Care Insurance Training

From Main Street to Wall Street

An Insider's View of the Opinions Shaping the World of Long-Term Care Insurance

Many factors impact the long-term care insurance products we offer today. Consumer attitudes are key. What may not be obvious is the role investors and reinsurance markets play in measuring risk and reward, and how government regulators influence product design. Our speaker, Andrew Mako, will provide you with insights and knowledge reserved only for insiders.

Andrew J. Mako, Senior Vice President Prudential Long-Term Care Insurance has been responsible for the overall profitability and growth of Prudential's long-term care insurance products since 2004 and has successfully integrated all aspects of Prudential's LTC insurance operations under one organization. Mako joined Prudential in 1978 and has held a number of key operational, planning and strategic positions since.

Filed for one hour CA insurance, CFP and CPA continuing education credit

Managing the Risks Inherent in Long-Term Care Insurance

How Today's Underwriters & Actuaries Approach Long-Term Care Risk

Insurance agents and financial planners manage the cost of the long-term care risk for their individual clients. Insurance companies underwrite and manage that risk on a mass scale. Our speaker, Thomas Bacher, will help you understand this process and discover how multi-life long-term care insurance underwriting is changing the game.

Thomas Bacher, Director of Long-Term Care Insurance Risk Management, Prudential Long-Term Care Insurance joined the company in 1999 with responsibility for revising and implementing underwriting protocols, contributing to product development, and overseeing departmental training for both individual and group products. In 2004, Tom began working in Prudential's LTC risk management area with responsibility for both the underwriting guidelines and claims experience.

With more than 30 years of underwriting experience, Bacher brings great depth of knowledge to the industry.

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Discover Why Prudential's LTC3 Product is One of the Nation's Top Sellers

There's a reason why Prudential's LTC3 is one of the best selling long-term care insurance products today: simple to explain, built-in cash alternative, competitive pricing, multi-life underwriting and terrific name recognition. In less than one hour you'll see how simple selling long-term care insurance can be.

Eben Marsh, Regional Sales Manager, Prudential Individual Long-Term Care

Barry Fisher & Susan Blais

Barry J. Fisher/Paradigm Insurance Marketing



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