MUTUAL MATTERS

A PUBLICATION FOR MUTUAL OF OMAHA'S BROKERAGE DISTRIBUTION

THANK YOU
and Happy Holidays!

It's that time of year when we consider the relationships that are most important to us. We send holiday cards and celebrate the special moments we've shared over the past year. Along with our family and close friends, the business relationship we hold with you is just as important.

To that end, we want you to know how much we appreciate our relationship. At its core, this bond is formed by our shared commitment to our clients; but, we also know it is affirmed by trust. This confidence is achieved only by doing the right thing so that we can be the carrier you can stand behind. We are proud to have earned that honor.

It's been another strong year at Mutual of Omaha. We launched new products that will provide essential benefits to clients, improved market position in key customer segments, our capital position is strong and the number of our policyholders is increasing. Your hard work is attributed to those successes and we thank you for your business.

Thanks to our relationship, clients can reflect on the decisions they've made and feel safe and secure knowing they're a Mutual of Omaha policyowner. We look forward to working together in 2018 so that together, we can achieve even greater sales success and our customers can realize their financial dreams, whatever they may be.

Thank you for an amazing 2017 and best wishes for a prosperous 2018!

Sincerely,

Senior Vice President
Life Brokerage Sales

Senior Vice President
Health Brokerage Sales

Keeping Up With the Demands of a Demanding Job

You chose your career. Now, how do you keep up with it?

> While your career as an insurance salesperson is both rewarding and demanding, the nature of the job makes some agents vulnerable to burnout.

One reason is that “selling insurance” doesn’t adequately describe your profession. There’s the continuing education, the never-ending administrative work, the loneliness, the need to stay in touch with clients, the challenge of finding qualified prospects . . . and let’s not forget the actual selling-insurance part. In short, you need to wear a lot of hats.

All those things can affect your frame of mind. And, when you’re feeling a little overwhelmed, you’re not at your peak. Which makes it difficult to summon the energy you need for making a sale.

If you suspect you might be nearing burnout, focus first on the basics: getting enough sleep and exercise, and eating well. Once you’ve done that, you might want to consider other areas that can help relieve stress. Here are three possibilities.

Talk to Your Manager

Managers can’t help unless they know there’s a problem. If you’re having one, you owe it to your manager to let them know what you’re experiencing. You should be meeting regularly with them. They can help you set realistic goals and access resources that might be helpful.

Been there. Done that.

Who knows the world of the insurance salesperson better than another insurance salesperson? If you don’t have a peer you can share with, it’s time to find one. A sympathetic ear can be helpful but, beyond that, it’s good to brainstorm ideas with someone who has walked a mile (or more) in your shoes.

Professional Development

You chose a fast-paced career. Sometimes it must feel like you don’t have time for anything but making the sale. If that’s the case, you might be overlooking new technology or sales techniques that could make your professional life easier.

These are just a few ideas to help you get back on track if you suspect you’re in need of a career boost. If you’re looking for a place to start, set up an appointment with your manager.

Sources: https://blog.hubspot.com/sales/spot-burnout-salespeople | https://blog.kissmetrics.com/prevent-employee-burnout/
http://blog.close.io/sales-team-management-burnout | http://www.connectleader.com/blog/avoiding-sales-burnout

Listing + Learning = Sales

5 Easy Ways to be an Active Listener

Let's face it, listening isn't always easy. Sometimes we're preoccupied, distracted or just plain tired. Other times, it's easier to go on auto-pilot than to mentally commit 25 minutes to listening to a co-worker drone on about their kid's soccer achievements. When it does happen, we may catch ourselves in another world because it's not our number one priority.

It's OK, we all do it. *Passive listening* is a bit of a survival skill. But not giving our full attention won't make it in serving a client. In order to truly help someone discover their insurance needs, you have to learn about them, their hopes and dreams, what worries them and yes, what matters most to them. The only way to do that is by listening. Mutual of Omaha's new advertising campaign underscores the significance of listening. With the tag line, "We begin by listening," the message couldn't be clearer: Listening to our customers is so important that it's our first priority.

When we're truly engaged and focused on the speaker and their message, that's called *active listening*. Active listening is a game changer because it's one of the key characteristics of successful people.

Here then, are five easy ways that you can become an active listener so that you can be as successful as you can be:

1. Bite your tongue
This seems like a no-brainer but it bears repeating. As agents, we're gifted speakers but waiting your turn, encouraging your client to speak and slowing down the tempo of the conversation will help build rapport and put your clients at ease.

2. Non-verbal feedback
Studies show that word choice is only a small part of the message. Tone of voice and body language are the biggest components of actual meaning so pay special attention to their non-verbals.

3. Say it back
Try paraphrasing your client's thoughts back in your own words. This not only shows you're listening and care about what they're saying but it also affirms you understand their point.

4. Ask questions
A follow up question demonstrates your level of engagement. It's difficult to ask an intelligent question if you're not focused on the message.

5. Remember details
Pay attention to and make note of the small details of your conversation, from the name of the family dog to random conversational asides. Referring to them later will make a big impression!

So, maybe you'll occasionally be stuck listening to boring soccer stories. But the good news is that when it matters most, you have the tools to give clients your undivided attention. Listening is a skill; as such, it can be learned. Practice makes perfect, so next time a co-worker gears up for the 101st installment of last week's soccer tournament glory, use it as an opportunity to polish your active listening skills.

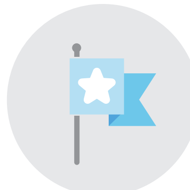
Silence is Golden

In our companion article, we shared tips on how to be a better listener. Along with those, check out these reasons why a natural lull in the conversation can be a good thing.

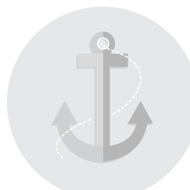
Hear those gears? That's the sound of your clients thinking about what you've just told them. Insurance has numbers, terms, conditions, disclosures and a whole collection of industry lingo. Before jumping in to clarify or add additional information, just let them chew on it on their own.

Now that your client understands the recommendation, they want to consider it. Silence in this instance is actually your friend by communicating that your client is seriously considering it. And another thing, it's completely natural for someone to look away when thinking or processing.

Clients don't always reveal their true intent or concerns. Sometimes they aren't sure what truly worries them; or, they may have new questions now that you've discussed their options. Waiting encourages clients to speak up so you can help address their deeper questions.

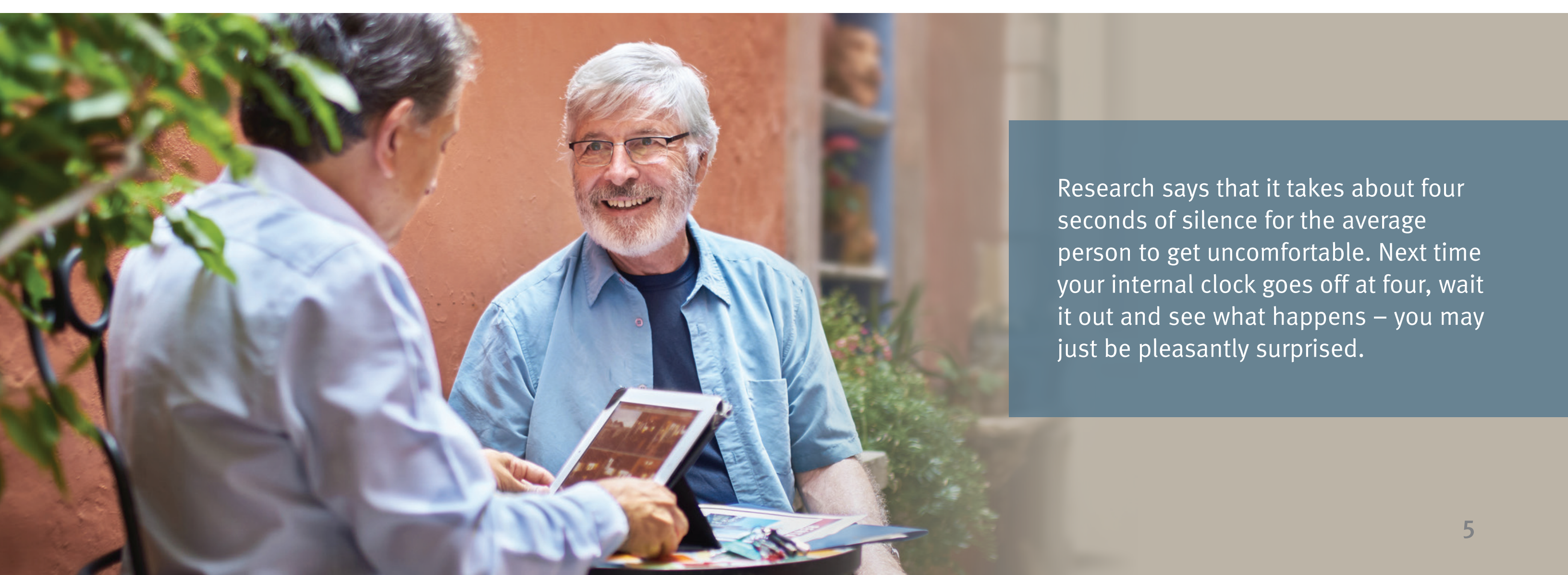


Insurance agents like to talk. And we're good at it. But a truly engaged client is one who's leading the conversation. Once you're done, wait longer than you normally would. This will awaken clients and encourage them to take the lead.



Clients work with you because they trust you. When you patiently wait for them to speak rather than filling the air with words, you convey assuredness and integrity. This steadfastness confirms their belief that they can trust you.

This one isn't about a lull in the conversation. It's your intentional use of silence. Before coming to an important point, pause. The silence tells your audience to stop and pay attention – what follows is important.



Research says that it takes about four seconds of silence for the average person to get uncomfortable. Next time your internal clock goes off at four, wait it out and see what happens – you may just be pleasantly surprised.

The Rising Cost of Care:

Owning LTCi Is more important than ever

The cost of long-term care services has the potential to be one of the largest expenses your clients will have in retirement.

Let's face facts. The U.S. Department of Health and Human Services estimates nearly 70 percent of people over age 65 will need long-term care services at some point in their lives. That's a lot of people poised to face staggering expenses.

Take a look at today's national average costs. Historically, the cost of long-term care services goes up about 5 percent per year on average. So, consider what these costs will be 10, 15 or 20 years down the road when your clients are likely to need care.

Home Health Care

$58,916.00 per year | *Based on care provided* **44 hours per week**

Assisted Living

$52,591.08 per year | *For a one bedroom unit*

Nursing Home

$86,765.15 per year | *For a semiprivate room*

Source: Mutual of Omaha's Cost-of-Care Study conducted by LTCG; released 2016

How do people pay for long-term care services? Some think they'll be able to self-fund their long-term care expenses. But people who have the resources to pay out of pocket often find the money isn't accessible when they need it. And no one wants to liquidate assets they'd planned to use for other things.

Other people mistakenly believe the government will provide for all their long-term care needs. Not true. Medicare pays only for a limited amount of care…just enough to help people recover from an illness or injury. After that, they're on their own. And Medicaid is for people with limited resources. Others would have to spend down assets before they could qualify.

Purchasing a long-term care insurance policy is a good funding option for many people. Long-term care insurance provides the funds to help them pay for qualified services. It also offers these advantages:

- People actually get the care they need. Long-term care policyholders are more likely to use services because they know they'll have help paying the bills.
- It keeps them out of a nursing home. Most people who need long-term care services don't need the "skilled care" nursing homes provide. Instead, they need "custodial care" – help with the activities of daily living (ADLs). Medicaid doesn't cover custodial care, but long-term care insurance does.
- Family relationships are preserved. Being a full-time caregiver can put a lot of stress on family relationships, particularly on adult children who have their own family and career obligations. A long-term care policy allows people to supplement the care they receive from family members with hired services.
- Retirement assets are protected. Long-term care insurance provides the funds to help people pay for the care they need. And that gives them more freedom to enjoy their retirement years as planned.

With the cost of long-term care services on the rise, purchasing a long-term care insurance policy is more important than ever.

Learn More
Get complete information about our long-term care insurance policies on Sales Professional Access at mutualofomaha.com/broker.

Connect With Anyone!

Insurance sales is more than product knowledge and premiums. Often, it's about your connection with your client. And as you know, if you don't connect with a potential client, you'll never be able to help them with their needs. Luckily, here are some science-based ways to help you warm up to others.

This strategy is called **mirroring**, and involves slightly copying another person's behavior. When talking to someone, try following their body language, gestures, and facial expressions.

Ever hear of **spontaneous trait transference**? No? That's ok. Simply put: when people describe a trait in others, the audience believes the speaker to possess the trait. For these purposes, if you say positive things about others, they'll associate that positivity to you.

The **stereo content model** suggests that two of the most important dimensions of behavior are warmth and competence. If you portray yourself as warm (non-competitive and friendly) people will trust you; if you seem competent, people will admire you. Researchers advise that warmth should come first, as trust is more important from an evolutionary perspective.

Thanks to the **pratfall effect**, people who are viewed as competent are likely to be viewed as more relatable after they've made a mistake. Revealing that you aren't perfect evokes feelings of self-comparison and sympathy, as we all make mistakes. This social theory only works if you're viewed as competent by others.

According to research, people can unconsciously feel the emotions of others around them. This phenomenon is called **emotional contagion.** And since we tend to mimic others, if you display positivity, they'll soak up your vibes and remember how you made them feel.

Psychologists call the **phenomenon reciprocity of liking**. This means when we think someone likes us, we tend to like them as well. If you're distant or overly professional, clients may interpret that as you don't like them. As such, it may be hard for them to open up to you.

Dental Insurance

How do we know what senior-age consumers want? **We asked.**

Our research revealed senior-age consumers know the importance of good dental care, but many aren't satisfied with their current dental plan. They told us they need:

- Full coverage of preventive care services and meaningful coverage of bigger ticket items
- Freedom to choose their own dentist
- Clear, understandable plans
- Ease of determining what procedures are covered and how much the plan pays

We listened to their wants, needs and concerns. Then developed dental insurance policies to meet their needs.

Here's a Reason to Smile

Two competitively priced dental policies allow you to help your clients select one that fits their needs and budget.

	Mutual Dental Preferred℠	Mutual Dental Protection℠
Covered Services • Preventive • Basic • Major*	 100% 80% 50%	 100% 50% 50%
Calendar-Year Deductible	$0 Preventive Services $50 Basic & Major Services	$100 All Services Combined
Calendar-Year Benefit	$1,500	$1,000
Lifetime Maximum Benefit for Implants	$3,000	$2,000

Find a Dentist

Our dental policies give your clients the flexibility to see any dentist. However, selecting one from our national network of approximately 375,000 dental provider locations offers greater savings. Finding a dentist is easy. Just go to dentistsforme.com/mutualofomaha.

Add a Vision Care Rider

The optional vision benefits rider can be added to either dental insurance policy to help your clients pay for eye exams, eyeglasses and contact lenses.

Learn More
Get complete details about our dental insurance policies and optional vision care rider on Sales Professional Access at mutualofomaha.com/broker.

*Requires a 12-month waiting period

Help Thaw Your Winter Sales Freeze

Frigid winter winds may blow but curl up with a good blog and your sales are likely to heat up. That's because blogs are a quick way to get great ideas from people who know what they're talking about. Most blog posts can be read in less than five minutes. And readers often leave comments that provide even more insights. All you have to do is subscribe and you'll get notified when something new is published.

Check out these popular sales blogs and see if one or two can help fire-up your activity:

HubSpot Sales Blog

blog.hubspot.com/sales

You'll find practical tips in this blog. For example, one article tells you how to set smarter sales goals. Another provides ideas on brushing up your LinkedIn profile so people will notice. This blog highlights its most popular blog posts and recommends must-read articles.

The Sales Blog

thesalesblog.com/blog/

Best-selling author, Anthony Iannarino, reveals his personal insights on the day-to-day challenges of salespeople. He shares what works and what doesn't and throws in a little inspiration too to keep you going. For example, his post "Why Dabblers Never Produce the Results They Want," explores the need to put in the work if you want to realize results.

Sales Gravy

salesgravy.com/sales-articles/

Need some advice from an industry leader? This blog is managed by best-selling author Jeb Blount who writes on a wide variety of topics including prospecting. He features content from a number of sales experts. His company also provides access to online training opportunities as well.

Sales Hacker

saleshacker.com/library/

Over 62,000 sales professionals follow this blog. It prides itself on providing actionable sales insights. They specialize in sales to businesses but many of the ideas could apply to consumer sales too. You can sort by categories like lead generation or sales technology. It also offers a number of on-demand webinars.

Sales Pro Insider

salesproinsider.com/blog/

Sales professional, Nancy Bleeke, shares real-life advice and tips based on years of sales experience. Her entrepreneurial career started at age nine. For example, one posts from the blog is "What Not to Do When You Hear a Sales Objection."

> Warm up your winter sales by throwing another log on the fire and settling in with a good blog.

The Many Uses of Life Insurance

The Best Life Insurance Option for Satisfying the Requirements of a Divorce Decree

When a couple gets divorced, the court often requires alimony or child support payments. But, what if the spouse who is responsible for the court-ordered payment dies?

If that should happen, the surviving ex-spouse will no longer receive payments and may not have the means to support himself or herself, or to adequately support their family, if children are involved.

That's why an increasing number of decrees require the support-paying spouse to purchase a life insurance policy on his or her life with their ex-spouse as the beneficiary – at least for a specified period of time.

Choosing a Product

Term insurance may seem like the most cost-effective way to satisfy the requirements of the divorce decree; however, a universal life (UL) insurance policy may be a better option.

In addition to providing life insurance protection, a Guaranteed Universal Life (GUL) or Income Advantage℠ IUL policy from United of Omaha comes with a Guaranteed Refund Option (GRO) rider at no additional charge. This rider provides a refund of up to 50 percent of the premiums paid after year 15, or up to 100 percent of premiums paid after years 20, 21, 22, 23, 24 or 25.*

After satisfying the duration of the divorce decree, a UL policy gives your client more options. He or she can choose to:

- Continue the policy, switching the beneficiary to someone other than their ex-spouse, or
- Surrender the policy during one of the seven 60-day windows and get a refund of the premiums paid

Here's an Example of How This Works:

Client information: 38-year-old male with three children, ages 10, 8 and 5

He is recently divorced and pays $1,800 per month in child support. That's $600 for each child until the child reaches age 18. This totals $223,200 through the time when the youngest child turns age 18. In his divorce decree, he is directed to maintain no less than $225,000 of life insurance for a minimum of 13 years.

Providing options for clients speaks to the professional service you provide. While Option 1 may be the obvious plan for a client who doesn't have a large cash flow, Option 3 may be the obvious choice for a client who is also looking for a vehicle to help grow retirement dollars.

Consider using a United of Omaha life insurance policy to help satisfy the requirements of your clients' divorce decree.

Here is a comparison of using different product options:

	Option 1: Term Insurance (15-year)	**Option 2:** GUL	**Option 3:** IUL
Annual Premium	$216	$1,458	$1,955
Total Cost	$3,240	$29,160	$39,100
GRO Refund Amount	$0	$29,160 (at year 20)	$39,100 (at year 20)
Other Benefits		• Can be continued, if desired	• Can be continued, if desired • Client's projected cash value is $58,656 in year 20, which is even more than his guaranteed refund amount

*The Guaranteed Refund Option rider is not available for substandard or tobacco cases under age 50 or for substandard tables 5 – 16 at ages 50 and above. In order to remain eligible for the rider, the client must continue to make their required premium payments as defined in the rider. The refund amount is capped at 50 percent of the policy's lowest specified amount and is reduced by any previous withdrawals and outstanding loans.

Mutual of Omaha
Insurance Company
3300 Mutual of Omaha Plaza
Omaha, NE 68175

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