MAKE YOUR DIAM EFFORTS PAYOFF!
A main goal during Disability Insurance Awareness Month (DIAM) should be to talk to as many people as possible about their personal need for income protection. Mutual of Omaha wants to help make your efforts pay off during May and for the months that follow DIAM. Here’s what we have for you:

WHO BUYS DISABILITY FROM MUTUAL OF OMAHA?
Our individual disability insurance products were designed to attract the tens of millions of underserved workers in the middle market. And, that’s exactly who is purchasing disability policies from us. We’ve worked hard to identify a market niche and match our Disability Income Choice products and services with your middle market clients who need the coverage. The people who buy disability insurance from us are identified as:

- Having an income between $40,000 and $150,000
- Risk adverse and have something to protect
- 30 – 50 year olds

Middle market professionals who own DI policies from Mutual of Omaha:
Chiropractors, teachers, nurses, office workers, technology professionals, truck drivers, mechanics, construction workers

LEARN THE FIVE STEPS OF THE DI SALE
We’ve broken down the DI sales process and created easy to follow steps. Every Friday in May, we’ll publish a DI sales step on Sales Professional Access (SPA) – www.mutualofomaha.com. Sales steps are downloadable. Publish dates on SPA are:
May 1, 8, 15, 22, 29.

OTHER DIAM RESOURCES AVAILABLE TO YOU
The Life Foundation
Additional tools and resources you need to reach out to prospects and clients are contained in the LIFE Foundation’s website, www.lifehappens.org. You’ll find online and digital resources, educational tools, videos and more.

Council for Disability Awareness (CDA)
Want to know what consumers think about income protection? The CDA surveyed 1,000 working Americans and found out that one third would buy disability insurance if they knew more about it. Download the report at www.disabilitycanhappen.org.

Whether you are brand new, seasoned in DI sales, or a life producer ready to cross sell. You have the resources available to be successful in DI sales. Which DIAM tools will you use first? Start today!