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## Sales Strategies

### Inform, Educate & Build Trust with Relevant Content on Social Media!

Insurance can be perceived as an intangible purchase, so how do you keep an out-of-sight, out-of-mind policy in the forefront of your client's mind after his or her purchase? Most likely, he or she will forget about the policy and put it away unless a claim needs to be filed, right?

Creating a customer experience that builds you as a valued industry resource, rather than a one and done transaction, will help you achieve many important sales goals and offer long-term benefits to your bottom line and to your client too. You can inform, educate and build trust by providing timely, relevant information so your client can get the most out of his or her coverage going forward.

That's why social media is a great way to share relevant insurance information with your clients. The more information you share, the more likely you can drive conversations leading to downstream sales. If your clients share your posts with their social networks, it could generate referral business for you, too.

Illinois Mutual offers shareable, compelling



## Marketing Tools

Check out these flyers from our Agent Forum's [Resource Library](#) to build your social media and website!



How to Embed YouTube Videos to Your Website



Posting Images to Facebook How-to Guide

Contact Me for a Copy Today!

content that can help you reach your clients on social media, so visit [our facebook page](#) and start sharing! Our posts cover a variety of topics that might be relevant to your clients' insurance needs.

If you don't have a Facebook or LinkedIn page, there's no better time than now to get started. Visit these links for instructions on how to get started:

- [Facebook page](#)
- [LinkedIn page](#)

### **React, reciprocate and repeat**

Invite others to comment or react to your posts, and if they do, be sure to respond timely to their comments. Good communication is two-way, so be active with frequent posts, shares, and new entries to keep the conversation going.

## **Announcements**

### **Cross-Border Sales**

A completed Cross-Border Sales Form 3191 is required any time an application is being taken in a Cross-Border sales situation. Please visit the [Resource Library](#) on the [Agent Forum](#) to obtain Form 3191.

### **2018 DI Quarterly Incentive**

[Contact us](#) today to find out more about our 2018 DI Quarterly Incentives for an opportunity to earn cash bonuses throughout the year!

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Policy Form DI105, Disability Income Policy

Policy Form BE105, Business Expense Policy

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