

# Marketing Tools for Success

Critical Illness Insurance  
Cancer Insurance  
Heart Attack/Stroke Insurance



## The Need

The products in the Critical Advantage Portfolio cover a broad range of conditions that affect millions of Americans each year, which means that nearly every client knows someone who has been touched by these conditions.

We have the marketing tools you need to start the conversation with your clients.

## Producer Material Available

Our producer material will help educate you on the products and offer sales tips.

### Producer-Use

- **Portfolio Overview:** Your all-in-one flyer that gives quick product details, including covered conditions, coverage options, optional riders and general underwriting guidelines
- **Sales Idea - Selling to the Med Supp Market:** Quick flyer on how to position Cancer & Heart Attack/Stroke insurance to retirement-age clients



- **Sales Idea - Filling the Gap:** How Cancer & Heart Attack/Stroke coverage fits in for non-retirees, especially when considering the health care landscape



- **Sales Idea - Return of Premium:** The critical Illness policy comes with built-in return of premium. Offer your clients extra peace of mind with this outstanding benefit at no extra charge



- **Product and Underwriting Guide:** Your comprehensive resource for everything Critical Advantage



- **Perfect Fit Flyer:** Shows how well Critical Advantage products fit with the other products you sell



*All available through our usual ordering channels.*

For producer use only. Not for use with the general public.



Once you are ready to meet with clients, use this material to help explain the benefits for the products.

## Consumer Material Available

- **Critical Advantage Brochure:** Looking to share the entire product line with a client? This brochure can help inform clients how to fill their coverage gaps



- **Cancer & Heart Attack/Stroke Brochure:** For clients who may not be looking for the comprehensive coverage that comes with Critical Illness Insurance, this brochure is a great start



- **Cancer-Only Brochure:** Ideal for Medicare supplement clients who are looking for a little extra, this brochure gives the details on our Cancer Insurance



- **Needs-based Mailer:** Use this piece to reach prospective clients and initiate a conversation



- **Return of Premium Brochure:** Helps you explain a unique benefit of Critical Illness insurance – Return of Premium



- **Needs Postcard:** Increase your prospects with this consumer postcard



## More Tools for You

Once a client is ready, we have tools to get them from prospect to policyholder quickly.

Mobile Quotes – Download the Mobile Quote App for use on your smartphone or tablet for quotes on the go.

- Available for download from the Apple Store or Google Play
- Search for “Quotes for Sales Professionals” to download e-App – Get the application into the Underwriters hands quicker and with no errors. Your clients get coverage sooner and you get paid faster. Available on Sales Professional Access

## Support

If you have any questions, please contact your sales team.

## Why Mutual of Omaha

We're invested in your success. We're committed to giving you the products your customers want plus the tools, resources and support you need.