Fast-Class File

Client Data System

Volume 104: LTC Prospecting

Research has shown that individuals between 40 and 55 years old have a heightened awareness of the need for good retirement planning – including the importance of having LTC coverage. One reason for this heightened awareness is attributed to the fact that individuals between 40 and 55 years old have parents about to retire or are already retired and in some cases, must care for their retired parents. This heightened awareness can make individuals between 40 and 55 years old ideal prospects for LTC products.

This Fast Class demonstrates one way of creating a Dynamic Report that will find individuals in the ideal target range, as well as other criteria, that would make contacts ideal prospects for LTC products.

To create a filter to find all contacts between the ages of 40 and 55:

- Select View from the main menu.
- Select Filters.
- Click **OK** to perform an open search and launch the **Filter Summary** screen.
- Click the Add button in the Filter Summary toolbar.
- Select the **Contact Information** table in the **Table Name** window.
- In the Filter Criteria window, click the Column Name drop down and select the Age column.
- Select the Range operator in the Operation section of the Filter Criteria window.
- Type 40 in the Value field and click the Add button.
- Type 55 in the Value field and click the Add button.

Filter on Contact Information - AGE 40	- 55 🛛 🔀
Column Name Value	Operation © Equal O Not equal
==== Age ==== R 55 R 40	Greater than Less than Range
Add Mod Del Filters Import	Link Operation AND OR
OK Cancel Run	Link Help

Figure 1: The Filter Criteria screen (criteria to find contacts between 40 and 55 years old)



- Click **OK** and give the filter a name.
- The new filter will appear in the Filter Summary screen.

To create a filter to find all contacts with life insurance but LTC coverage -

• Select View from the main menu.

• Select Filters.

- Click **OK** to perform an open search and launch the **Filter Summary** screen.
- Click the Add button in the Filter Summary toolbar.
- Select the Contact Information table in the Table Name window.
- In the Filter Criteria window, click the Column Name drop down and select the Total Life Premium column.
- Leave the **Value** field blank. (A blank **Value** field represents a NULL value)
- Select the **Greater than** operator in the **Operation** section of the **Filter Criteria** window.
- Click the **Add** button.
- Click the Column Name drop down and select the LTC Prem column.
- Leave the Value field blank.
- Select the Equal operator in the Operation section of the Filter Criteria window.
- Click the **Add** button.

Filter on Contact Information - LIFE NO LTC						
Column Name Value Total Life Premium I ==== Total Life Premium (AND) ==== > ==== LTC Prem ==== =	Operation © Equal Not equal Greater than Less than Range					
Add Mod Del Filters V Import	Link Operation AND OR					
OK Cancel Run	Link Help					

Figure 2: The Filter Criteria screen (criteria to find contacts with life coverage but no LTC coverage)

- Click **OK** and give the filter a name.
- The new filter will appear in the Filter Summary screen.

To create a filter to find all contacts with an income greater than \$50,000:

- Select View from the main menu.
- Select Filters.
- Click **OK** to perform an open search and launch the **Filter Summary** screen.
- Click the Add button in the Filter Summary toolbar.



• Select the Contact Information table in the Table Name window.

• In the **Filter Criteria** window, click the **Column Name** drop down and select the **Income** column.

• Enter 50000 in the Value field blank.

• Select the **Greater than** operator in the **Operation** section of the **Filter Criteria** window.

• Click the **Add** button.

Filter on Contact Information - INCOME>50K				
Column Name Value	Operation			
Income	 Equal Not equal 			
==== Income ==== > 50,000	Greater than			
	CLess than Range			
Add Mod Del Filters Import	Link Operation			
OK Cancel Run	Link Help			

Figure 3: The Filter Criteria screen (criteria to find contacts with income greater than \$50,000)

- Click **OK** and give the filter a name.
- The new filter will appear in the Filter Summary screen.

To create a Dynamic Report that will find all contacts meeting the criteria for ideal LTC prospects (between 40 – 55, income greater than \$50,000, and life insurance holders with no LTC policy):

• Select **Reports** in the **Main** menu.

- Select Dynamic Reports.
- Click **OK** to perform and open search and launch the **Dynamic Report** summary screen.
- Click the Add button to create a new dynamic report.
- Select the **Contact** Information table in the **Select Primary Table** window.
- Click **Next**.

• Define columns as needed in the **Report Column Definition** window. When complete, click **Next**.

• Add the LIFE NO LTC, INCOME > 50K, and AGE 40 – 55 filters in the Report Selection Criteria window.

• Click **Next**.

- Click **Next**.
- Apply settings as needed in the Select Output Type and Spreadsheet Output



Settings windows.

- Give the report a name in the **Report Package Description** window.
- Click Finish.
- The new report will be automatically highlighted in the Report summary screen.
- With the report highlighted, click the **Run** button.

With the ideal prospects identified, approach letters can be generated for each prospect with the **Spreadsheet Correspondence** button in the **Dynamic Report** toolbar and follow-up phone calls can be created using the **Activities** button.

🛋 LTC Prospects: Life no LTC, age 40 - 55, income > 50K (5)									
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	Last Name	First Name	Туре	Age	Income	Total Life	^		
	Ackerman	Joseph		45	120,000	14,400			
	Bicosta	Stephen		51	70,000	720			
	Christiansen	Carolina		51	58,000	3,250	=		
	Dawson	Carol		44	56,000	150			
	Osterman	Karen		52	54,000	1,800	-		
							×		

Figure 4: The Dynamic Report showing ideal LTC prospects