

TIPS TO SELL DI TO CAREER-SPECIFIC OCCUPATIONS

Your prospects come from a wide range of occupations – each with unique risks and rewards, so targeting them with a customized sales approach just makes good sense. Understanding unique aspects of their industries will help you connect and reach these niche markets effectively. What these folks have in common is they work hard for their paycheck and need DI. Help them protect their income with a Personal Paycheck Power® DI plan from Illinois Mutual!

Here's how:

- **Start with people you know.** Do your family members or friends work in a specific field? Who are their contacts you can reach out to?
- **Learn about the occupation you are targeting.** Understanding specific needs these clients may have will give you credibility and inspire trust. If you are known to have experience with a particular field you may be able to generate more referrals.
- **Network and position yourself as the go-to expert.** Get involved with community volunteer groups, business groups or associations and ask to be a presenter on DI education. This is an opportunity to cast your sales' net to a desirable niche market.
- **Don't forget social media!** Partner with your favorite organizations by liking their page or sharing their posts. It's free advertising and keeps you connected to your online communities. FB, Twitter, LinkedIn, and/or Instagram are all great venues!
- **Check your calendar for career-specific observances.** Celebrate the professionals in your community throughout the year! Show appreciation for the work they do and let them know you can help them protect what they work so hard for.

Illinois Mutual wants to help you get started! Go to <https://Agent.IllinoisMutual.com> to log in to the Agent Forum and download the following forms to get a jump-start on your career-specific marketing campaign. Illinois Mutual wants to help jump-start your marketing! Download these customizable flyers from our Resource Library found on our Agent Forum to start selling DI to these target markets.

C9614 Registered Nurses (RN)
C9615 Plumbers & HVAC Technicians
C9625 Carpenters & Electricians
C9626 Hair Stylists & Barbers
C9631 Farmers
C9632 Mechanics

C9633 Clergy Members
C9644 Dental Hygienists
C9645 Truck Drivers
C9646 Nurse Practitioners
C9661 Real Estate Brokers/Realtors
C9681 Roofers/Carpet Layers

*Contact your DI sales team for sales support.
(800) 437-7355, ext. 719 • DISales@IllinoisMutual.com*

*Policy Form DI105, Disability Income Policy; Policy Form BE105, Business Expense Policy
Not available in AK, CA, DC, HI or NY. Coverage and availability may vary in other states.*

These policies have exclusions, limitations and terms under which the policies may be continued or discontinued. For costs and complete details of the coverage, contact Illinois Mutual.

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