



The Baltimore Life
COMPANIES

Live Webinar Training: July – September 2012

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Enroll Simplified Issue Senior Life Products - Silver Guard - Using our INSpeed Call Center Process

Silver Guard is our simplified issue, senior life product that can be enrolled over the phone with our call center using INSpeed. INSpeed is our electronic application and automated underwriting process that offers the agent and their client speed to an underwriting decision, with a high rate of approvals at point of sale. During this one hour webinar, we will review the Silver Guard product, the market, sales ideas and marketing support, and training on using our INSpeed paperless enrollment process. We will also prepare you to effectively enroll Silver Guard using our telesales process and when selling face to face with your client.

Date(s) and Time(s):

- **Wednesday, July 11 and 25 at 11:00am EDT**
- **Tuesday, August 7 and 21 at 11:00am EDT**
- **Tuesday, September 11 and 25 at 11:00am EDT**

Marketing Baltimore Life's Tax Efficient - Asset Transfer Products

Baltimore Life's **Single Premium Whole Life** and **Generation Legacy** products can help your client substantially increase the estate being passed on to their heirs in a tax efficient manner.

Single Premium Whole Life is a secure solution for seniors who want to reallocate a portion of their invested cash assets not needed for daily living such as CD's and Money Market funds. Generation Legacy is designed for seniors who have non-qualified annuities and qualified funds that they want to pass onto their heirs in an easier and more tax-efficient manner. In addition to the immediate increase in your client's estate provided by the life insurance, both products also offer the security of living benefits through accelerated death benefit riders.

During the one-hour live webinar we will review:

- Opportunities in the Market
- The design and key features of Baltimore Life's Single Premium Whole Life and Generation Legacy products
- Review of our point of sale underwriting process giving you and your client an immediate underwriting decision in 90%+ of your applications.
- Sales ideas, marketing, and point of sale materials available from Baltimore Life to support you in the asset transfer market!

Date(s) and Time(s):

- **Tuesday, July 24 at 1:00pm EDT**
- **Tuesday, August 7 and 21 at 1:00pm EDT**
- **Tuesday, September 11 and 25 at 1:00pm EDT**

Home Secure - Simplified Issue Mortgage Term Protection

Home Secure is Baltimore Life's simplified issue, level term life insurance product designed for your prospects ages 18-60 that have taken out a new mortgage, or refinanced the mortgage of their primary residence within the last three years. This product has been designed with a paperless application process, and is enrolled over the phone with your client and our call center in less than 30 minutes using our INSpeed process. We have agents that use the INSpeed process while completing a sale in their client's home or using our tele-sales process. Tele-Sales is where the agent and applicant are not face-to-face and the sale and application enrollment is being conducted by phone. A paper application is also available to submit new business. Our paper application is supported by a Point of Sale Underwriting Process. The applicant will complete a 15 minute interview with a tele-underwriter right after the app is completed. In many cases, you will have an underwriting decision before you leave your clients home. During this one hour Home Secure webinar, you will receive product, Point of Sale Underwriting and INSpeed training.

Date(s) and Time(s):

- **Wednesday, July 11 and 25 at 1:00pm EDT**
- **Wednesday, August 8 and 22 at 1:00pm EDT**
- **Wednesday, September 12 and 26 at 1:00pm EDT**

Instructions to participate in Baltimore Life webinars:

Log into the Webinar:

To join the web portion of this meeting, click on the following link:

<https://lobby.mc.iconf.net/GCC/conferencing/partaccess.asp?ba=300000199>

- When you log onto the web portion of the meeting, enter the Moderator's Meeting Number: **1074526**. You will then click the button "Join Meeting as Participant". You will also be asked on the next page to type your name. On that same page, click the radio button that indicates you have called into the audio portion of the meeting ("Already Dialed In").

Dial in for Audio-Toll Free Direct:

- To join the audio portion of this meeting, dial the following number toll free number; **1-866-293-6970**. You will then be asked to enter the Meeting Number: ***1074526*** (make sure to type the * character before and after the meeting number). If you would like to mute your audio line during the webinar, just press *6* on your phone.

Technical Support: If you need technical support anytime before or during the call, please call; 1-800-305-5208. If you have any additional questions or need assistance, please contact me.

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