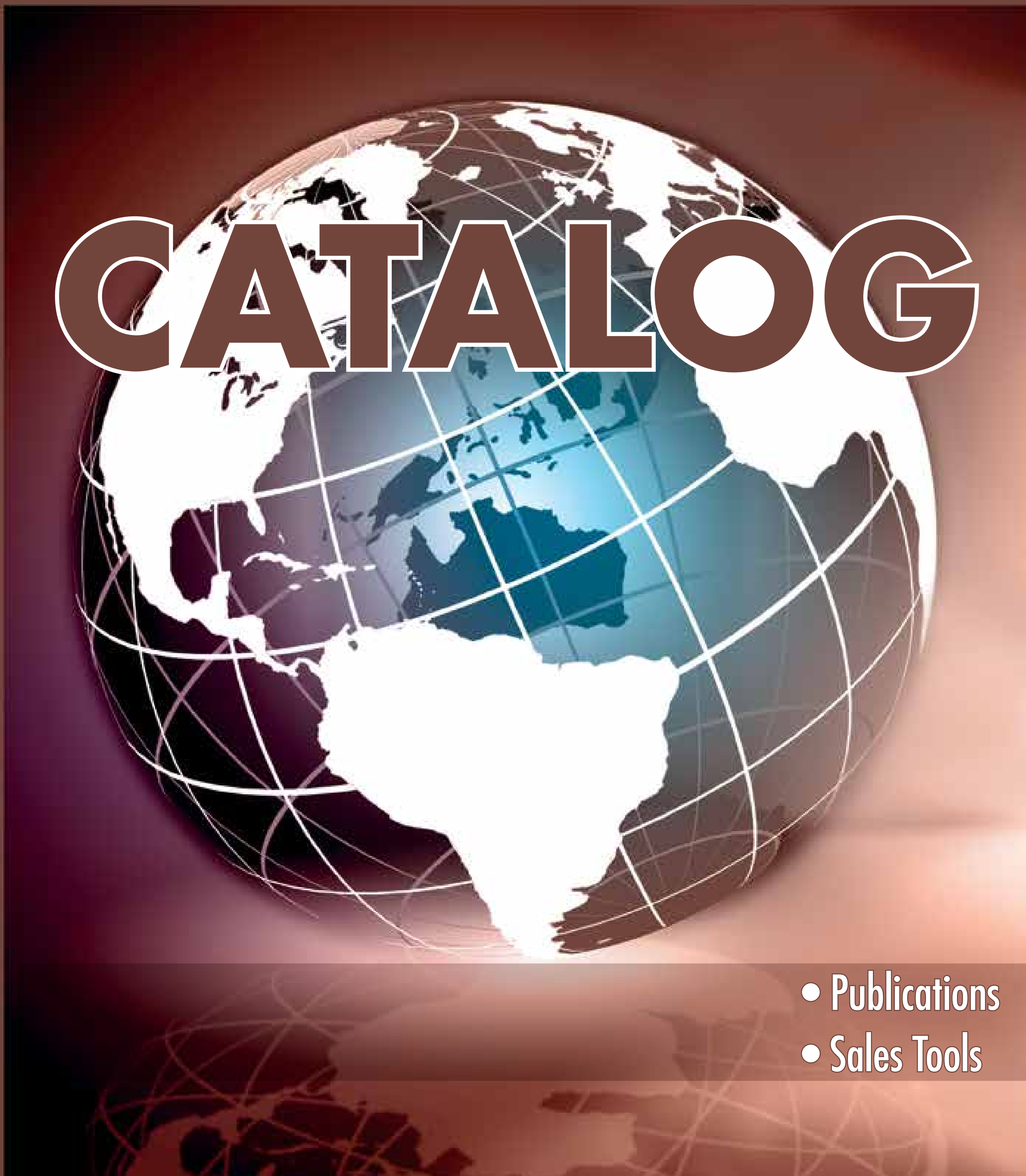
CATALOG



- Publications
- Sales Tools

LIMRA®

Contents

000925-1113 (562-7G-8-009)

*Selection and Recruiting Publications**

Selection Interview Guide*

(Formerly ***Initial Selection Interview Guide***)

Selection Interview Guide for Students*

(Formerly ***Student Selection Interview Guide***)

Selection Interview Guide for Experienced Candidates*

(Formerly ***Advanced Selection Interview Guide***)

Benefits and Features

Using recent research on basic success factors for careers in insurance and financial services sales, LIMRA completely revised its interview guides in 2001. These in-depth, behavior-based interview guides help interviewers assess each candidate's sales success potential. Past performance is the best predictor of future performance, and the questions in these guides give interviewers a better understanding of how candidates have acted in specific situations and the outcomes of their actions, uncovering potential strengths and weaknesses that are directly linked to future sales success.

The opening questions cover the candidate's background and current situation. Then the interview focuses on six key sales success factors:

- Persuasiveness
- Achievement drive
- Initiative and persistence
- Interpersonal understanding
- Customer-service orientation
- Self-confidence

Questions for each of these factors include rating bench-marks to help interviewers evaluate responses and identify potential strengths and weaknesses.

The new interview guides consist of a 9″ x 11½″ folder in a binder that contains a spiral-bound interview guide and a 50-sheet pad of Candidate Evaluation Forms, one sheet of which should be used for each interview for taking notes and evaluating responses. A 50-sheet pad of Candidate Preparation Guides is also included for interviewers to give to candidates at any time before the interview, allowing them to think through their past experiences and select ones for discussion that best exemplify their skills and abilities. Professionals from LIMRA's Assessment Solutions unit are available for training sessions on using interview guides.

Availability

United States, Canada, and the Caribbean

PRICES: 5–24 copies, $50.00; 25-249, $45.00; 250-2,499, $40.00; 2,500 & over, $35.00
Selection Interview Guide (for inexperienced candidates) • ORDER #1566K
Selection Interview Guide for Students • ORDER #1645K
Selection Interview Guide for Experienced Candidates • ORDER #1672K

Replacement pads:
PRICES: 5–24 copies, $5.00; 25-249, $4.50; 250-2,499, $4.00; 2,500 & over, $3.50
Candidate Evaluation Form for Students • ORDER #1645CEFPAD
Candidate Preparation Guide for Students • ORDER #1645CPWPAD
Candidate Evaluation Form • ORDER #1566CEFPAD
Candidate Preparation Guide • ORDER #1566CPWPAD
Evaluation Form for Experienced Candidates • ORDER #1672CEFPAD
Preparation Guide for Experienced Candidates • ORDER #1672CPWPAD

***Guarantee Policy for Selected Publications**

If you are not fully satisfied with your recruiting or selection product purchase, you may return it in salable condition within 30 days of purchase for refund or credit, or within 90 days of purchase for credit only. A 20 percent handling fee will be charged on any returns. Customized materials are not returnable. Please call Customer Service at 800-235-4672 for simple return instructions.

Management Selection Interview Guides*

Benefits and Features

The *Management Selection Interview Guides* uncover key details about each candidate's background that are directly linked to future management success. These guides review key techniques for conducting successful interviews. They can be used when interviewing potential managers and functional specialists such as agency/branch managers, assistant managers, and recruiting specialists.

The interview guide for candidates with little or no experience in financial services sales management explores

- Interpersonal skills, such as communicating and counseling
- Leadership skills, such as motivating, rewarding, delegating, and planning

The experienced-manager version asks candidates to provide information about their experiences in

- Recruiting and selecting staff
- Sales assistance and support
- Training
- Field office development
- Performance management
- Business management

Availability

United States, Canada, the Caribbean, Ireland, and the United Kingdom

PRICES: 5-24 copies, $5.00 each; 25-249, $4.00; 250-2,499, $3.00; 2,500 & over, $2.00

Form A for inexperienced candidates • ORDER #0563

Form B for experienced candidates • ORDER #0485

Should a College Graduate Consider Selling Insurance?

Designed to help overcome the bias that college youth may have against insurance selling as a career, this straight-talking booklet answers questions about the agent career and deftly responds to some typical objections.

PRICES: 10-999 copies, $1.00 each; 1,000 & over, 75¢ (15 pages)
ORDER #0334
Minimum order of 10 copies

Market Opinion Survey*

Benefits and Features

This important retention-boosting tool allows candidates to "try on" a career in financial services sales by helping them contact and interview people who may be part of their market. It contains telephone tips, including advice on handling objections; space for listing 10 acquaintances and 10 referrals to approach; and 10 interview guides. These interviews allow candidates to pose key questions about insurance ownership and beliefs. When candidates have completed the *Market Opinion Survey*, they will be able to

- Use the telephone to secure appointments
- Conduct client interviews
- Ask for referrals
- Learn the feelings that people have about insurance and insurance sales representatives

Availability

United States, Canada, and the Caribbean. The *Market Opinion Survey* should not be used in North Carolina.

PRICES: 5-24 copies, $6.00 each; 25-249, $5.00; 250-2,499, $4.00; 2,500 & over, $3.00 • Includes Candidate's Guide and Manual and Evaluation
ORDER #0829

Qualifying Interview*

*(*Formerly ***The Initial Interview****)*

Benefits and Features

Completely revised in 2001, this four-page interview guide helps managers quickly eliminate clearly unqualified candidates before administering any selection tests or conducting in-depth interviews. It is suitable for use with any LIMRA or non-LIMRA employment test. This interview should take 15 to 20 minutes and can serve as an introduction to your selection process.

Qualifying Interview allows managers to quickly learn about candidates' persuasiveness, achievement drive, interpersonal understanding, and initiative and persistence. It includes an evaluation form that helps interviewers rate each candidate and decide whether to continue the selection process.

Availability

United States, Canada, and the Caribbean

PRICES: 5-24 copies, $1.00 each; 25-249, $.90; 250-2,499, $.75; 2,500 & over, $.60
ORDER #1673

Personal History Form*

Benefits and Features

This customizable application form and information gathering tool provides interviewers with vital facts about each candidate's

- Work experience
- Education
- Sales skills and abilities
- Financial product ownership
- Financial services sales opinions and expectations
- References

The *Personal History Form* can be used with both inexperienced and experienced sales candidates.

Availability

United States, Canada, and the Caribbean

PRICES: 5-24 copies, $1.00 each; 25-249, 90¢; 250-2,499, 75¢; 2,500 & over, 60¢
ORDER #0558
Canadian version available on a royalty basis.

***Guarantee Policy for Selected Publications**

If you are not fully satisfied with your recruiting or selection product purchase, you may return it in salable condition within 30 days of purchase for refund or credit, or within 90 days of purchase for credit only. A 20 percent handling fee will be charged on any returns. Customized materials are not returnable. Please call Customer Service at 800-235-4672 for simple return instructions.

Management Tools

LIMRA's MarketFacts Quarterly

LIMRA's MarketFacts Quarterly features in-depth, timeless articles devoted to the critical issues of the day, including such topics as distribution, technology, marketing strategies, retirement, globalization, demographics, financial integration, and products and services.

PRICE: $197.95 for U.S. member company branch/field personnel; $289.95 for member company branch/field personnel outside U.S.; and $2,000 for nonmembers. Discounts are available for large orders of one issue.
Order #0L11

Looking Ahead

The Complete Agent Planning Tool

Field managers use this comprehensive planning tool to plan, evaluate, control, and analyze every aspect of the producer's job. *Looking Ahead* covers

- The producer's personal financial goals for the coming year
- Monthly and weekly activity requirements to achieve goals
- Self-improvement plans
- Prospecting (a thorough inventory of prospects and centers of influence, nests to develop, and policyowners to see)
- Record-keeping for every aspect of the sales process, from seen calls to sales results and call-close ratios

Producers also use *Looking Ahead* to schedule and record direct mailings. Records can be kept for life insurance and three other lines of business.

PRICES: 1-99 copies, $4.00 each; 100 & over, $3.00 (68 pages)
ORDER #0508

Outcomes: A Different Approach to Motivation

You already know that each of your people is motivated by different rewards or outcomes. *Outcomes* is a test that tells you what these motivators are. Managers use *Outcomes* to create a better atmosphere in the field office, establish empathy with producers, increase a sales force's motivation, and open up lines of communication.

Researchers have identified 12 specific "outcomes:" independence, recognition, achievement, leisure time, power, prestige, money, pressure, self-esteem, family life, security, and personal growth. LIMRA's Agent Development Committee applied these 12 outcomes to the insurance industry and determined the behaviors that identify a particular individual's desired outcomes and what supervisory techniques can be used to take advantage of these outcomes.

PRICES: 1-49 copies, $10.00 each; 50 & over, $8.00 (31 pages)
ORDER #0007

Sales Publications and Training

Referrals: Every Time

More Referrals = Higher Productivity = Higher Retention

Referrals: Every Time will help producers secure at least three referrals on every sales call and help them develop a referral system that virtually guarantees a continuous stream of quality referrals.

The material contained in *Referrals: Every Time* is derived from research, the experience of successful field practitioners, and the industry's "referral masters."

Chapters include

- The Mechanics of Referrals
- The Psychology of Referrals
- Referrals and Marketing: One and the Same
- A Case Study: The Power of Referrals
- 15 Ideas for Generating Referred Leads

PRICES: 1-49 copies, $10.00 each; 50 & over, $8.00 (56 pages)
ORDER #0516

The New-Agent Survival Manual

by Edwin R. Cohen, CLU, ChFC
Excerpted from the Foreword

What are you looking for when you come into the life insurance business? I suspect that you are looking for a number of things, just as I was nearly 40 years ago . . . As you stand on the threshold of this business, you are probably filled with apprehension. You may feel as though you are looking down a dark tunnel. I will through the pages of this book, light that tunnel.

Most of you will come into this business with high hopes and great aspirations for success. Unfortunately not all of you will succeed . . . Many of you will succeed. And it's to those who have that burning desire to succeed that this book is dedicated.

PRICES: 1-99 copies, $7.00 each; 100-999, $5.75; 1,000 & over, $4.75 (56 pages)
ORDER #0894

The Magic of Life Insurance

The Magic of Life Insurance reinforces the value of life policies by emphasizing the security that life insurance has provided to millions of beneficiaries.

This booklet and audiotape present

- How to estimate human life value, and why it's important
- A collection of inspirational stories from people who have benefited from life insurance
- Testimonials from legendary producers whose life insurance convictions have shaped their lives and the lives of their clients
- More than 50 power phrases that help convince prospects of the need for life insurance

The Magic of Life Insurance will make all producers believers in the value of life insurance.

Use *The Magic of Life Insurance*

- In precontract and new-agent training
- With recruits
- To motivate producers to sell more life insurance

PRICES: Booklet: 1-49 copies, $6.00 each; 50 & over, $4.00 (70 pages)
ORDER #0217

Prospecting Tools

Business 100

Business 100 is the perfect tool to help new or experienced producers crack the small-business market.

Small-business owners are ideal prospects for business-related and individual insurance sales. *Business 100* helps a producer list 100 qualified prospects so that he or she can get off to a fast start in this lucrative market. In addition, it helps producers to

- Expand their prospecting reach
- Overcome call reluctance
- Generate business referrals in addition to personal sales and to accelerate entry into the large-case market, resulting in increased productivity and income

PRICES: 1-24 copies, $3.50 each; 25-249, $3.00; 250-2,499,$2.50; 2,500 & over, $1.50 • ORDER #0022

A free guide, How to Use Business 100, **is also available. ORDER #0028**

College 100

College 100 helps new and experienced producers enter the education-funding market by helping them determine 100 qualified prospects on which to call.

College 100 asks the producer to qualify each prospect according to number of children, years until those children enter college, possible contributions by grandparents, whether the prospect attended college, household income, and more — all the critical information the producer needs to successfully enter this market.

PRICES: 1-24 copies, $3.50 each; 25-249, $3.00; 250-2,499, $2.50; 2,500 & over, $1.50 • ORDER #0440

A free guide, How to Use College 100, **is also available. ORDER #0442**

Upscale 100

Upscale 100 is a market development guide that has producers list and qualify 100 prospects who qualify as being affluent. It can be used by managers to determine whether a prospective producer should prospect in the upscale markets and, if so, which specific markets.

PRICES: 1-24 copies, $3.50 each; 25-249, $3.00; 250-2,499, $2.50; 2,500 & over, $1.50 • ORDER #0456

A free guide, How to Use Upscale 100, **is also available. ORDER #0491**

Project 100

The Industry's Leading Prospect-Identification Tool

Guarantee new producers an immediate market with the market-identification guide that has been a best-seller for years.

Project 100 provides spaces for the names of 100 prospects with specific information about each that can

- Help the manager make selection decisions
- Give the manager insight into the prospective producer's social mobility
- Help the manager determine the prospective producer's natural markets
- Give the prospective producer a realistic preview of markets from which to prospect

Project 100 enables you to analyze a prospect's approximate income, age range, occupation, number of dependents, degree of acquaintance with the recruit, approachability, and insurance needs. *Project 100* is aimed at determining quality rather than quantity. Simple design — powerful results.

PRICES: 1-24 copies, $3.50 each; 25-249, $3.00; 250-2,499, $2.50; 2,500 & over, $1.50 • ORDER #0338

A free guide, How to Use Project 100, **is also available. ORDER #0341**

Retirement 100

Retirement 100 helps financial service professionals sell more retirement products by identifying key information needed in their sales call preparations, prospects to call on, and what approaches they should take with these potential buyers. Using Retirement 100 will help financial service professionals identify their best sources of referrals.

PRICES: 1-24 copies, $3.50 each; 25-249, $3.00; 250-2,499, $2.50; 2,500 & over, $1.50 • ORDER #0509

A free guide, How to Use Retirement 100, **is also available. ORDER #0511**

Market Profile

A Market Identification Guide for Long-Term Care Insurance

Market Profile helps you identify the types of markets in which you may be prospecting and selling should you enter the long-term care insurance business. It will also help management determine the training that will benefit you most.

PRICES: 1-24 copies, $3.50 each; 25-249, $3.00; 250-2,499, $2.50; 2,500 & over, $1.50
ORDER #0339

Cross-Selling

A Market Identification Guide for Long-Term Care Insurance

Cross-Selling helps you determine the likelihood of an LTCI need among 70 existing clients who may be the best candidates to approach.

PRICES: 1-24 copies, $3.50 each; 25-249, $3.00; 250-2,499, $2.50; 2,500 & over, $1.50
ORDER #0340

MarketMatch

MarketMatch is a Web-based precontract exercise, based on *Project 100,* that helps hiring managers understand each candidate's natural market and make an informed selection decision about a candidate's ability to sell to their office's target market.

Available as part of LIMRA's ExSel selection system, MarketMatch adds new levels of versatility and usefulness to the *Project 100* concept.

Perhaps most important, MarketMatch gives newly contracted agents a prioritized list of prospects to call on immediately.

PRICES: 1-4 tests, $13.00 each (LIMRA member, $10.00 each); 5-24, $10.00 (LIMRA member, $8.00); 25-249, $9.00 (LIMRA member, $7.00); 250-2,499, $8.00 (LIMRA member, $6.00); 2,500 or more, $7.00 (LIMRA member, $5.00)

For more information, call 1-888-785-4672.

NOTE: Nonmember prices are 50% higher than prices listed.

Sales Tools

Client Information Booklets

What Do You Do Now?

U.S. and Canadian Versions Available

Recommended by

- *The New York Times*
- *Kiplinger's Personal Finance*
- *Nation's Business*
- *Money*

For more than 25 years, companies have used LIMRA's million-copy seller *What Do You Do Now?* to open doors, to assist in policy delivery and claims handling, to enhance service calls, and to generate goodwill between the company and its policyowners.

What Do You Do Now? is recognized as one of the most comprehensive and practical guidebooks available to consumers to help them cope with the death of a loved one.

What Do You Do Now? has helped guide over a million people through the financial and procedural consequences of the death of a loved one. It provides the information needed at such a time — how to deal with the funeral director, the lawyer, the insurance company, the Social Security Administration, the Civil Service Commission, and others.

The latest revision of *What Do You Do Now?* contains chapters about funerals and on handling grief. Helpful hints on dealing with important papers, current bills, estate and inheritance taxes, probate, and financial management are included. This is an invaluable aid to all policyowners.

Use *What Do You Do Now?*

- In beneficiary kits
- To assist in policy delivery and claims handling
- As a direct-mail piece to generate leads
- For agent and customer service training

Have your company logo imprinted on the cover!

PRICES: 1-9 copies, $3.95 each; 10-49, $2.95; 50-249, $2.30; 250-499, $2.00; 500-999, $1.80; 1,000-2,999, $1.60; 3,000-4,999, $1.45; 5,000-9,999, $1.30; 10,000 & over, $1.25 (62 pages)
ORDER #0707

A Canadian version is available.
PRICES: 1-9 copies, $3.95 each; 10-49, $2.95; 50-249, $2.30; 250-499, $2.00; 500-999, $1.80; 1,000-2,999, $1.60; 3,000-4,999, $1.45; 5,000-9,999, $1.30; 10,000 & over, $1.25
ORDER #0707CN

Compliance Publications

Practical Compliance for Insurance Professionals

Practical Compliance for Insurance Professionals will help take the confusion, mystery, and frustration out of compliance and market conduct. It covers the basics of compliance and market conduct in a practical, down-to-earth way, making it a valuable tool for producers, agency administrative staff, managers, and home office staff.

PRICES: $24.99 each; 10 or more copies, $19.99 (230 pages)
ORDER #0761

How to Order

LIMRA Contact Information

In the United States

By phone:
1-800-23-LIMRA (1-800-235-4672)
860-285-7789

Online:
www.limra.com/bookstore

By fax:
860-285-7792

By email:
customer.service@limra.com

By mail:
Fill out the order form in the back of this catalog, or fill out your company's purchase order and send it to:

Customer Service
LIMRA
300 Day Hill Road
Windsor, Connecticut 06095

Prices are subject to change.

LET US HELP

If you don't find what you're looking for in this catalog, call us. We develop new materials continually, and we may know of other ways to meet your needs.

GUARANTEE POLICY

LIMRA products and services are guaranteed. If you are not satisfied with your purchase, you may return it in resalable condition for credit or refund within 30 days of shipment.

Shipping

Most orders are shipped within two business days of receipt. You can make special rush or overnight shipping arrangements with Customer Service.

If you have questions about an order, call LIMRA Customer Service. To expedite your inquiry, please have handy your date of order, amount of payment, credit card number, and the name of the product(s) you ordered.

How To Order

To: Customer Service
LIMRA
300 Day Hill Road
Windsor, Connecticut 06095

Phone: 860-285-7789
Fax: 860-285-7792
Email: customer.service@limra.com
Company Web site: www.limra.com

______________ 20 ____

— Order Toll Free —

Call 1-800-235-4672 (U.S. and Canada)
Fax 1-800-846-0923 (U.S. and Canada)

PLEASE SEND THE ITEMS LISTED BELOW.

Order #	QTY	Title	Unit Price	Amount

Subtotal	
Add shipping and handling.	
CT residents add 6% sales tax	
Canadian residents add GST/HST	
TOTAL	

ALL PRICES SUBJECT TO CHANGE

CHECK ONE PAYMENT METHOD:

❑ Check or money order enclosed ❑ Purchase order enclosed # ______________

❑ Credit Card *(please complete below)*:

Cardholder Name______________________________
(Name as it appears on the card)

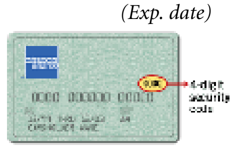
Billing Address______________________________

____

❑ MasterCard ❑ VISA ❑ Discover ❑ AMEX ❑ Diners Club

______________________________ ______________
(Cardholder signature) *(Exp. date)*

CVV ______________
(3- or 4-digit security code)



Order Total	Shipping & Handling Charges U.S.	Canada
$25.00 or under	$ 8.00	$11.00
$25.01 to $50.00	12.00	14.00
$50.01 to $100.00	16.00	19.00
$100.01 to $150.00	$20.00	27.00
Over $150.00	Call for amount	

Canadian rates apply to Hawaii, Puerto Rico, and Alaska. All other regions of the world will be billed for shipping by actual weight. Minimum charge $20.00 for U.S. and $27.00 for Canada on all orders $150.01 and over. **Orders that exceed $150.01 will be billed for shipping by actual weight.** Payable in U.S. dollars. Billing is available to home offices and regionals only. Normal method of shipping is FedEx Ground.

SHIP TO:

Name ______________________ Title______________

Company ______________________________

Street Address ______________________________

City ______________________________

State/Province ______________ Zip/Postal Code ______________

Phone (   ) ______________ Fax (   ) ______________

Email Address______________________________

Guarantee Policy
for non-Selection publications. If you are not satisfied with your purchase, you may return it in resalable condition for credit or refund within 30 days of shipment.

LIMRA®

000925-0612