

TABLE OF CONTENTS

Introduction	1
1. Why Are We Having This Conversation?	5
2. You Can't Build A House Without a Plan	25
3. Prospecting: Beef Stew or Flattened Squirrels?	37
4. Who IS the Decision Maker? Or, It's Not About You (<i>Ms. or Mr. HR Person</i>)	47
5. The Blueprint of the Perfect Employer Sales Presentation ...	51
6. Building Blocks of the Essential Employee Education Strategy	81
7. Precious Moments: The Personal Consultation	99
8. You Hooked the Smallest Fish in the Pond – Now What? ..	111
9. You Hooked Moby Dick – Now What?	115
10. Are You a Rainmaker or A Builder?	121
11. What's In <i>Your</i> "Close" Closet?	125
12. The Blooper Chapter	131
Sources	139
Appendix A: LTCI Tax Incentives	143
Appendix B: The CLASS Act	149
Appendix C: Sample Rate Pages	153
Appendix D: Sample Enrollment Instructions for Employees and Family Members	161
Appendix E: The Census and The Proposal	168
High-Impact Worksite Selling System	170