

# 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