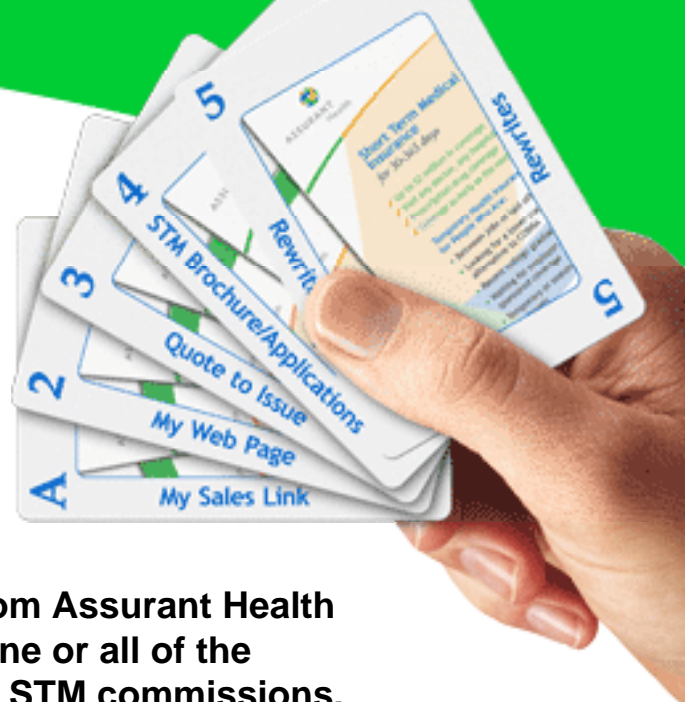


5 Ways to Sell Assurant Health Short Term Medical



Selling Short Term Medical (STM) from Assurant Health has never been easier! Simply use one or all of the following five ideas to increase your STM commissions.

Log on to the Assurant Health Sales Site www.assuranthealthsales.com to access the following options.

1. **My Sales Link** — My Sales Link is a personal sales link that gives you the ability to sell Assurant Health STM plans online. The Web site your prospects will link to displays your agency information and you receive credit for your sales. This personal sales link can be emailed to your prospects or added to your Web site. To set up My Sales Link, choose **Help Me Sell** from the Assurant Health Sales Site.
2. **My Web Page** — If you don't currently have a Web site, you can easily create one with our help. It's free — a professionally designed Web page at no cost to you. This Web page links your prospects to Assurant Health's Web site where they can apply online and you receive credit for sales. To set up My Web Page, choose **Help Me Sell** from the Assurant Health Sales Site.
3. **Quote to Issue** — When you are with your prospects you can take them from quoting a premium to completing the application to an issued contract all in one sitting and all online. Completely paperless! Choose **Specialty Products** from the Assurant Health Sales Site.

Or you can use paper applications

4. **STM Brochure/Applications** — This tried and true method allows you to simply put your agent number on the app and hand them out. This is ideal when setting up display stands in your office lobby, large companies or other high traffic areas. You can also provide these apps to the HR contact for all group clients and ask them to attach one to every employee's exit and entry paperwork.
5. **Rewrites** — We've developed a letter for you to use when your clients' STM coverage is nearing its end. You can personalize a message in the letter to promote other insurance products you offer. Choose **Specialty Products** from the Assurant Health Sales Site.

**Let me help you increase your income —
call today!**

For agent use only. Assurant Health is the brand name for products underwritten and issued by Time Insurance Company and John Alden Life Insurance Company.

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