

June 2007

StrateCision Newsletter

StrateBytes from The LTCI Software Company

Greetings!

Welcome to the StrateCision newsletter! We write these letters to let our software subscribers know about happenings at StrateCision, changes to our programs, hints about using them more effectively, and other items of interest to the LTCI community.

Advisor Plus is coming soon

Are you ready?

We have completed the beta test of our new LTC Advisor Plus program, and sales will soon begin. Thanks to all the testers for their valuable input, which have made the program even better and more reliable. Although Advisor Plus on the surface has the same functionality as LTC Advisor, it is a much more user-friendly program, with an improved user interface including print preview, better printer handling, and easier updating.

Users who have LTC Quote Plus will find that Advisor Plus works with Quote Plus to produce individualized quote comparisons including the features and benefits of the LTC Advisor database. Stay tuned for more details.

Software tip of the month

Have you checked Joint Insured?



We hope that by now all users of LTC Quote Plus have noticed the Joint Insured checkbox in the bottom right section of the main window. If you haven't, it is definitely worth locating it.

The box serves a very important purpose, i.e. telling the program the persons in the left and right panels are spouses or partners who are applying together for coverage.

Without this box being checked, Quote Plus does not assume any relationship between the quotes on the left and right sides. The quotes could easily be for 2 different policies for the same individual, or the same policy with different benefits for one individual.

In this case there would be no reason to add the quotes on the left and right, or to show the sum of the two on comparisons. But with Joint Insured checked you will see the two premiums added, and all of the illustrations under the Print option will show both partners. Also copying the quotes to a Comparison table will bring both quotes into the table at once.

For some policies, checking Joint Insured will also set the Couples benefit to "Both Applying", but you need to check the setting because we haven't added it to all policies yet.

Pricing Change

As of July 1, StrateCision will move to a single pricing policy for its products, instead of maintaining one set of prices for new purchases and a second set for renewals. Although this amounts to a minor price increase on renewals, we believe that it will simplify the buying process for our users and decrease the chances of miscalculations, confusion, and misunderstandings regarding whether lapsed subscriptions qualify for renewal pricing.

Many of our users have taken advantage of volume discounts, which will still be available and be based on a single product price.

If you currently have a subscription that will expire on or before September 30, 2007,

and would like to renew it before July 1 at the renewal price, we will extend your subscription for another year from your current renewal date. Payment must be made before July 1 to take advantage of this 1-time extension.

Sales Tip

Byte-size sales tip of the month

Notice the absence of sales tips this month. For these tips we depend on you the producers, who combine your experience with our sales tools to spread LTCI throughout the land.

Tell us what works for you, and if we use your tip we'll send you a **\$50 coupon** to use on your next subscription. Tips that tell how you used LTC Quote or LTC Advisor to clinch a sale are especially welcome.

Send tips to help@LTCA.com.

Allianz Agent?

If you are an Allianz agent and have our LTC Quote Plus program, you may receive a CD from Allianz with software that looks strangely familiar.

From time to time, StrateCision develops custom software for carriers, and we have recently completed an illustration program for Allianz.

If you receive the program and have LTC Quote Plus, the good news is that you already know how to use the program. The illustrations will not be the usual Quote Plus ones, because Allianz needed its own format, but otherwise the program will work the same way.

The less good news is that there is a possibility the Allianz program and LTC Quote Plus will interfere with each other if you don't have the latest Quote Plus updates. This interference is courtesy of MS Windows, which is unable to isolate programs from each other so they can all run successfully.

To minimize the chance of interference, keep your Quote Plus up to date, using either the internal update from the Setup option, or by logging into our website and downloading.

How to reach us

email: sales@ltca.com
phone: 781-453-1938
web: <http://www.LTCA.com>

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