

Program Evaluation Summary
Rosemarie Rossetti, Ph.D.
National Association of Health Underwriters
June 28, 2005
"Selling DI with Conviction"

Estimated Attendance: 65
Program Evaluations Returned: 38

Rating of the Speaker:

Outstanding = 35 **Excellent** = 2 **Good** = 0 **No Response** = 1

On a scale of 1-5 with five being outstanding and one being poor, the overall rating is **4.95**

Your opinion of this presentation:

Very moving, outstanding, excellent, very compelling, great, 4 of 4 stars, enlightening, inspirational, fantastic, compelling, factual, well prepared, impressive, on target, very good
Thank you for sharing your experience – you're truly inspiring!

Told with feeling – DI is an emotional sale.

Awesome! You're a great public speaker. I'm impressed with your movement and your pinpoint on speaking tips!!

Very informative and helpful for selling the product.

Well organized – effectively delivered with conviction.

Great example of the value of DI to all people.

Help my interest – time flew!

Very good presentation and delivery.

Excellent – "The Story of Disability"

Important message.

Easy to follow.

What value did you receive and how will you use this information?

I'll use the statistics! Thank you for your time in researching this and sharing this information.

Got me back into the DI bus again.

Reminded me of several facts I had forgotten.

The lack of coverage under health insurance for disability.

Read examples of how a disability can affect other arenas of life. i.e. survivors, expenses.

I've just hired a LTC/DI Specialist in my office who works on this area of Building. I wish he could have been here.

I need to make DI one of main products to sell.

To offer both a standard and impaired risk product to new clients.

The information (facts) and long-lasting emotional affects on individual (family) use to emphasized the need.

It compelled me to stronger emphasize the value of this protection.

Handouts will help me present to H.U. Board as possible tape purchase that we can use at a monthly meeting to membership.

Share with friends and fellow workers.

Incorporate into presentations to producers.

Good value – help in closing.

I specialize in the sale of long term care insurance which relates very closely...

Motivated to seriously consider selling DI Insurance.

Another positive outcome in my discussion.

Statistics, needs, sales ideas.

A new perspective coming from a credible person. Ideas on how to approach clients on DI.

“An important reminder” to revisit the tougher sales opportunity.

I already thought DI was important, but see it as much more critical.

Reaffirmed my opinion that as an industry we do a lousy job of selling DI.

I will buy DI for myself.

The next time this presentation is delivered to a similar group, what changes, additions or deletions should be made to improve it?

Nothing, none, can't think of anything,

Sickness causes

Less on the statistics; you might also mention Long-Term Care insurance. It fulfills some of the requirements that a DI policy doesn't.

No deletions or changes! For health agents you could add materials on DI to get out to the field that they could use to enhance sales.

Slower PowerPoint slide changes for taking notes.

Perhaps selling techniques?

Consider long term care issues.

Possibly less on history.

I would just make sure that you are aware of the fact that long term care insurance is part of the equation and the average buyer today is 41.

“Personal Care Attendant” coverage today available and has been for many years via long term care insurance.

Add some more motivational aspects of how the security of DI helped to turn life around.

None, your message and delivery is great!

I don't think you need to change anything.

What were the strongest facets of the speaker and/or presentation?

Emotional, passionate, logical, convincing, clarity, facts, sincerity, knowledge, real story, honesty, inspiration, conviction, her presence, statistics, passion, strong presentation, excellent energy, eye contact, kept everyone feeling involved

Personal experience.

She lived a successful life even though she faces many obstacles being confined to her chair.

Great smile.

She lived her topic.

You truly believed in everything you were saying and it showed.

Ability to mesmerize her audience.

Being positive.

Very good public speaker.

Her own life story and her dedication to get the message out.