

Robo4Life

for Allstate Agents

Term Life insurance Power Prospecting Tool

Description

Robo4Life is a Term Life insurance Power Prospecting Tool for NEW Term Life business. The concept is to generate telephone calls/business via Direct Mail-customized letters or postcards. Robo4Life uses Direct Mail to reach out to prospects especially those on the Do-No-Call Registry. It is an automated software tool that resides on the Agent's PC. Prospect data with age/date of birth in addition to contact information is input for Robo4Life. Robo4Life generates letters or postcards with 10 or 15 or 20 or 30 year Term Life cost grid using Standard/Standard Select/Preferred/Preferred Elite packages. The print templates are in Excel and the Agent has the ability to add/change image(s), manipulate fonts/text/colors/alignment/etc. so increase the probability of the mail piece being read. The greatest rates in the world mean nothing if the piece of mail is not read. The output is a client specific and agency specific. The quotes are printed on the Agent's printer(s) or outsourced to a printer of variable data. Robo4Life is a stand-alone tool.

The Process

The process is as follows.

1. Get leads from
 - An Alliance Audit,
 - Cole List,
 - Cole XDates,
 - Agents Direct Mail (http://www.agentsdirectmail.com/home_leads.html)
 - Any source that gives the Age/Date of Birth in addition to contact information for mailing.
2. Scrub that list in Allstate's DNS (Do Not Solicit) tool which marks "Current Client", "Do No Call "and "Do Not Mail".
3. Buy and download Robo4Life.
4. Install Robo4Life.

5. Match columns with our RoboWizard Tool.
6. Print postcards or letters on the Agent's printer or outsource to a printer who prints variable data.

If the Agent wants to outsource the printing, the ROBO-Agent CSV export option (\$ 99.95 One Time Charge) software is needed, unless it is already licensed for RoboAgent or Re-Quotes).

Output

Robo4Life comes with standard letter, 4X5 and 5X8 (printable area) print templates. Letters are structured to be folded in three and dropped in a windowed envelope.

Strategy

Robo4Life4 generates volumes of quotes automatically so that the Agent can meet their financial goals and receive bonuses.

Training & Support

The Agent has the following for initial training, refreshers and new hires.

- Job Aids
- Call Tech Support **708-671-0100 #2**, M-F 8:00AM-5:00PM CST
- E-Mail support@roboagent.net

Cost

Robo4Life software license costs \$ 199.95/year (telephone support and updates are included). Robo4Life is bought and downloaded at our E-Commerce store - <http://www.roboagent.net> .

Requirements

- ⊕ A PC with Windows operating system XP/Vista 32 or 64 bit/Windows7 32 or 64 bit.
- ⊕ Printer
- ⊕ .Net Framework 2.0
- ⊕ Robo4Life

ROBO-agent
Automation of prospecting
for New Business



<http://www.roboagent.net>
sales@roboagent.net

Telephone (708)671-0100 Extension #104

Sample Postcard

Agents Direct Mail
16546 Crescent ave 2f
Tinley Park, IL 60477

(708) 357-2500
sales@agentsdirectmail.com



Amy,
You can protect your loved ones for less than the cost of your daily coffee!

No one knows what tomorrow will bring. Give us a call today!

(281) 655-8805

Age	Lincoln Benefit 15-Year TrueTerm Life Insurance from Allstate Monthly Rates							
	\$50,000		\$100,000		\$250,000		\$500,000	
	Male	Female	Male	Female	Male	Female	Male	Female
25	\$19.91	\$17.15	\$25.29	\$21.61	\$29.97	\$25.38	\$45.94	\$38.94
35	\$20.91	\$19.25	\$26.69	\$24.76	\$31.72	\$29.31	\$51.63	\$45.94
45	\$34.48	\$27.56	\$46.11	\$35.96	\$67.16	\$50.31	\$117.25	\$81.38
55	\$53.73	\$39.51	\$81.20	\$55.74	\$152.03	\$100.84	\$275.63	\$164.06

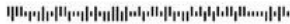
5-DIGIT 77429 1 16813-62
Blue Smoke Software
13301 Southwest highway
Orland Park, IL 60477



Rates are monthly rates shown as of September 1, 2006 for the Lincoln Benefit Life TrueTerm (LP 0800 series), a term to age 95 life insurance policy issued by Lincoln Benefit Life Company, Home Office, Lincoln, NE, a wholly owned subsidiary of Allstate Life Insurance Company, Home Office, Northbrook, IL. The premiums within the same age and sex group will be the same for the first 10 policy years, then beginning with the 11th anniversary of the policy, the company reserves the right to change premium rates for the policy each year, but rates cannot be more than the maximum guaranteed amounts stated in the policy. Rates shown are for the best underwriting class (Preferred Elite), rates for other underwriting classifications would be higher. Rates quoted above are subject to change and are set at the company's sole discretion. Further underwriting restrictions may apply. Other face amounts and guaranteed premium terms are available, but will have different rates than those shown here. Premium may be paid annually, semi-annually, quarterly or monthly; premium paid in any other mode based on payment mode selected. A medical exam may be required depending on age, health, or amount of coverage requested. All guarantees are subject to availability and qualifications. This policy has exclusions, limitations, and terms that may affect coverage, renewal, cancellation, termination or other contractual rights and benefits. For costs and complete details of coverage, call an Allstate Agent. Date of first issue 08/06. If you no longer wish to receive mail solicitations from Allstate, please call 1-866-586-2409.

Sample Letter

Agents Direct Mail
16546 Crescent ave 2f
Tinley park, IL 60477



3-DIGIT 730 1 1
Blue Smoke Software
13301 Southwest Highway
Orland Park, IL 60462

You can protect your loved ones for less than the cost of your daily coffee!

Dear TRAVIS SHANER,
We offer a low cost solution for protecting your family's future. Our excellent policies can be converted into a permanent type policy. Our outstanding term life insurance policy offers low rates and is among the most competitive in the nation. Let us help protect what is precious to you!

No one knows what tomorrow will bring. Give us a call today!

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You don't have to skimp on quality to save with Allstate. My number one priority is to help you make sure you and your family have the protection that's right for you. To find out more please, **call me today at (406) 341-5338.**

At your service,
Jon Luecke
Jon Luecke

P.S. Call me at (405) 341-5338 to protect your family's future.

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