

**For Immediate Release  
January 15, 2009**

**Phyllis Shelton's *LTCI Sales Skills Seminar*  
a Must-Attend Event for Insurance Professionals**

**NASHVILLE, TN — January 15, 2009** — *LTC Consultants* announced today that its annual long-term care insurance training event will be held on May 20-21, 2009 in Nashville, TN.

"This is THE long-term care insurance training event of 2009 because it is 100% sales training from the nation's leading LTCI sales trainer – Phyllis Shelton, according to Bill Pomakoy, *LTC Consultants'* VP of Marketing. The primary focus of this seminar is for individuals to gain the necessary information to increase their LTCI sales – period! We want our attendees to be 100% focused on bringing the LTCI message to Americans in every possible scenario.

According to Phyllis Shelton, President of *LTC Consultants* and exclusive trainer for this 2-day special event, "Everyone needs to evaluate his or her LTCI business model and find areas for improvement. No matter how good we are, we all need new ideas, new direction and a renewed burst of energy. You just can't let a sluggish economy adversely affect your LTCI marketing plans for 2009 because the demographics have never been better to offer long-term care insurance. I will teach those who attend how to achieve success in every possible LTCI selling scenario."

Shelton's *LTCI Sales Skills Seminar* will feature such sessions as:

- LTCI – The Sales Opportunity of a Lifetime!
- Branding YOU! Positioning Your Business for Success
- Mastering the LTCI Worksite Sale
- LTCI Partnership Plans 50 State Update
- Developing & Implementing Your Personal LTCI Marketing Strategy
- Joint Venture Marketing - Developing Strategic Alliances
- One-On-One Selling - Following a Proven Sales Process
- Alternate Funding Strategies for LTCI

Since *LTC Consultants* is a third-party LTCI training company, there is no recruiting and no carrier names are ever mentioned during the entire two days. Insurance organizations can rest assured that their best agents won't be recruited like at other events. "This seminar is different from all others. We don't have breakout sessions with other instructors. Our sessions are delivered by Phyllis Shelton all from the main platform in a theatre style state-of-the-art conference facility. It's an experience attendees never forget," Pomakoy added.

Phyllis Shelton has trained over 55,000 insurance professionals and developed training programs for 10 of the nation's top 15 LTCI insurance carriers. She was named to the LTCI Power List by industry publication *Senior Market Advisor* where she was cited as one of ten individuals who are considered *difference-makers* in the LTCI industry.

For more information about the seminar, visit [www.PhyllisShelton.com](http://www.PhyllisShelton.com). Individuals or organizations interested in receiving a group discount should contact Bill Pomakoy at 888-400-1118 or email [bill@ltcconsultants.com](mailto:bill@ltcconsultants.com).