

How to Deploy Your DIS Quote Engine

The DIS Quote Engine is an invaluable sales tool that allows your contacts to generate quotes on your behalf. You can use a quote engine icon in three places:

1. Your email signature
2. Your website or social profile
3. Your marketing e-blast



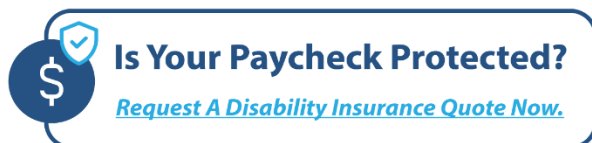
How Does it Work?

1. Prospects see the icon and are reminded of their need for disability insurance.
2. When they click, they are taken to your custom quote engine page. This page can be co-branded with your logo if you wish.
3. When they submit a quote request, an alert is sent to you. Simultaneously, the DIS sales team automatically begins preparing the proposal.
4. When the proposal is ready, we forward it to you to share with your client. This usually takes place within 24 hours of your prospect's request.
5. If you have any questions, contact our sales team at 1-800-898-9641 before presenting the proposal to your client.

Email Signature Instructions

We recommend that you set up a standard email signature that automatically appears every time you send an email, similar to the sample below:

Kim Smith
Agency Name
555.555.5555
KimSmith@agency.com



Like this example, your standard email signature can include your name, website, social media links and anything else you think is useful. Typing all of this information every time you send an email is impractical. Thankfully, most email service providers make it easy to set up a custom email signature.

Before you can set up your custom email signature, you will need:

1. A paycheck protection icon
2. A link to your personal quote engine
3. Instructions for email signature set up from your email provider

Select Your Paycheck Protection Icon

There are a wide range of paycheck protection icons available in various sizes and colors. Choose the graphical icon that works best for your needs at:

<https://www.diservices.com/quote-engine-icons>

Once you save the selected icon image to your computer, and then insert it into your email signature, you will need to link the icon to your personalized quote engine.

Get Your Personal Quote Engine URL

To obtain your personal quote engine URL, simply email it@diservices.com. You will need to provide the email address you use when you access the quote engine and broker portal. We will use that email address to find your broker ID number and set up a personalized quote engine URL that only you and your prospects will use.

Find Email Signature Setup Instructions from Your Email Provider

Exactly how to set up your signature depends on the provider you use, but it will generally involve going into settings and looking for an email signature option.

- Follow these instructions to [set up your Gmail signature](#).
- Follow these instructions to [set up your signature in Outlook](#).
- Follow these instructions to [set up your Yahoo email signature](#).

If you use a different email provider than the three listed above, Google to find instructions for set up. If you work for an insurance agency, your company's IT Tech Support may be able to assist.

If your email platform does not permit images in the email signature, you can also use a text call to action, instead of the icon. For example:

Is Your Paycheck Protected? Request a Disability Insurance Quote Now.

In this scenario, your personal quote engine URL would be hyperlinked to the words, "Request a Disability Insurance Quote Now."

Website Instructions

If you want to build a thriving disability insurance business, it's important to allocate space on your website. We recommend placing a Disability Insurance Quote icon on your home page, as well as on a disability insurance product page for maximum exposure.

The large size icons, like the examples below, may be more appropriate for your web page.



Icons are available in four colors including black, so there's an option that looks good with every brand. Select your icon here:

<https://www.diservices.com/quote-engine-icons>

To update your website, you will need:

1. Editing ability on your website – OR – an IT or marketing person who can edit your site for you.
2. A paycheck protection icon as mentioned above.
3. Your personalized quote engine URL. (Will be the same URL that you're using for your email signature.)

To obtain your personal quote engine URL, simply email it@diservices.com. You will need to provide the email address you use when you access the quote engine and broker portal. We will use that email address to find your broker ID number and set up a personalized quote engine URL that only you and your prospects will use.

Every website editor/platform is different. The key is to figure out where you want to place the icon, and then insert the icon image on your website – just as you would any other image. Then, take the additional step of embedding the quote engine URL as a link into the image.

If you are also setting up a disability insurance product page on your website, include:

1. [Consumer articles about disability insurance](#)
2. [Key statistics](#)
3. [A paycheck protection quote icon](#).

Social Profile Instructions

Most social profiles include an area where you can add links to your website or your blog. Use this area to also include a link to your Disability Insurance Quote Engine. In the space for the link, use your personal quote engine URL. If you don't have that yet, email it@diservices.com to get it. This is the same URL you will use in your email signature and on your website.

Websites:

Company Website	http://www.diservices.com	Clear
Other:	Protect Your Income Now!	http://aws.diservices.com/ Clear
Choose...	URL (ex: http://www.site.c	

Marketing E-Blast Instructions

Anytime you send a mass marketing email, you will include a "Get a Disability Insurance Quote" call to action. In this scenario, you will link the paycheck protection icon or a text call to action to your personal quote engine URL – just as you've done in the other marketing scenarios.

Example of Icon Call to Action: 	Example of Text Call to Action: <p><u>Is Your Paycheck Protected?</u> <u>Request a Disability Insurance Quote Now.</u></p>
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In both cases, these will link to your personal quote engine URL. If you don't have that yet, email it@diservices.com to get it. This is the same URL you will use in your email signature and on your website.

To send a marketing e-blast you will need:

1. An email marketing platform such as Constant Contact, Mailchimp or Admail
2. An email marketing list of prospects and/or customers
3. Marketing messages

DIS makes the marketing message easy by providing you access to a library of many different email marketing templates, designed to promote disability insurance and long-term care insurance. To learn more, download a complete guide to our Email Marketing Templates here: <https://www.diservices.com/lp/di-lead-generation>

Email Template Examples

Your Logo and/or Name here

**DI Limits Are
On the Rise!**

Dear <First Name>,

Good news – Disability Insurance limits are on the rise, and now, for the first time ever, you may qualify for up to \$30,000 of coverage!

When you purchased your DI policy, your protection was probably restricted due to carrier limits. Now, some carriers are changing their limits, which means you may [qualify for up to \\$30,000 of protection](#). Finally, you can secure the income protection you need to sustain your lifestyle if you're disabled by an injury or illness.

As you know, the odds of disability are high! Don't wait to shore-up your DI protection. [Request a complimentary quote today](#), or contact me anytime to learn more.

<Broker Name and Phone number here.>

[REQUEST QUOTE](#)

Your Logo and/or Name here

**Attorneys:
Have Your DI
Benefits Kept Pace
With Your Practice?**

Dear <First Name>,

When was the last time you reviewed your income protection strategy?

If you're like many attorneys, your career has advanced and your income has grown. Have your DI benefits kept pace? If you became unable to work due to illness or injury, how long could you sustain your family's lifestyle?

Many new products are available including high limit DI options and supplemental critical illness benefits to help fill the gaps created by waiting periods and medical deductibles. If you have employees, make sure to ask about multi-life options – in some cases, we can offer significant discounts for groups.

Request a complimentary quote today. You'll be glad you did!

Or, to request more information, contact me anytime:

<Broker Name and Phone number here.>

[REQUEST QUOTE](#)

Frequently Asked Questions

Why do producers love this tool?

Most producers find that the quote engine is a huge time-saver. It's like putting your prospecting on autopilot because a process that used to require an hour or two of your time, now takes no time at all. We do the work for you, so you're free to focus on other aspects of your business.

What companies will be quoted?

DIS is appointed with all major carriers. Our exclusive quote analyzer tool provides you with an easy at-a-glance comparison of the top choices available for each client. It includes a summary of policy features and pricing. You can rest assured, that with DIS working for you, your clients will always receive the most favorable products and pricing.

Does it work for hard-to-place clients?

Yes. We are known for finding solutions when none seem to exist. Whether your client is medically impaired, high income or high risk, there's a good chance we can find coverage.

What's the catch?

There really is no catch. It's a win-win situation. You win by efficiently generating and processing quotes. We win when you write business through our system. If you're ready to get started, simply e-mail us at it@diservices.com.

di done right

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disability
insurance
services **dis**