



SENIOR MARKETING
SPECIALISTS

DAY 4 GUIDE

SELLING MEDICARE PRODUCTS

Senior Marketing Specialists
Medicare Quick Start

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OVERVIEW

Welcome to day four of Medicare Quick Start – Selling Medicare Products.

This study guide is designed to get you familiar with common concerns seniors may have, how to offer various products to your clients, and more.

There are literally thousands of books and resources when it comes to selling. The most successful agents and salespeople are students of sales.

Driving to your appointments? Listen to an audio book or sales podcast. Have some time in the morning? Read a chapter! “But I don’t have time to do this!” It is not a matter of having time, it is about making it a priority. Rather than say you don’t have time, say learning how to sell better is not a priority and then look at your typical day and find the time...

We will have sample phrases and methods in this guide. You can use them or modify them to match your methods and style.

NOTE: Getting this information down may take some time. This is not an overnight process. Take your time, evaluate your appointments and keep moving forward!



SELLING 101

It is not about selling insurance, it's about matching products and solutions to the concerns of your clients.

THE NEED

One advantage of the Medicare insurance market is the need is already built in. About half of the Medicare & You publication talks about Medicare Supplements, Medicare Advantage, and Part D plans.

The vast majority of people on Medicare have some other form of coverage besides original Medicare. It is not about further explaining the need, it is about providing direction.

TRUST

It is hard to have any kind of relationship, professional, personal, casual, etc. without trust. Just be truthful. If you do not know the answer to a question, let the client know.

"That is a good question. I don't know the answer off the top of my head, but I can look that up for you." Then call us and we can help you find the answer. You may be surprised how many people tell you not to worry about it and just move along the appointment.

If you say you are going to do something, like call them back next Tuesday and do you don't, then you are tarnishing, if not breaking their trust.

If you cannot do something, don't say you will. Even if the client does not like the answer, they will appreciate your honesty.

Trust takes time to build and moments to destroy. Don't set yourself up for failure!



THE THREE “P’s” OF INSURANCE SALES

Most objections people have when buying insurance can be broken down into three categories:

1. PERSON
2. POLICY
3. PRICE

PERSON

They may not like you, and that is fine. You cannot expect to have this great connection with all your clients. Some may just be “grumpy old men.” Of course this should be a slim portion of your clients. If you are finding this is a more a normal thing, you may want to review your conversations with clients and makes sure you are not the grumpy one.

POLICY

Your client may not like the policy. They may be confused by it, they may not like some of the changes that have occurred, they may not like the insurance carrier, etc. You have to make sure you are putting your clients in a policy that they will be happy with and prevent buyers remorse.

This also includes ancillary products, such as dental, to make sure all their concerns are covered.

PRICE

This may or may not be very obvious when talking to clients and prospects. Some will tell you if the plan is too expensive, others may not be so forth coming with their financial situation.

This also reflects if the prospect sees any value in the policy you are offering. If they see the value, they pay the premium. If there is no value, the premium is almost irrelevant.



SELLING ON PRICE

People buy on price in the absence of value.

If you are looking to build a sustainable client base, you cannot do this on price.

Yes, you want your client to be in the most affordable plan, NOT the cheapest plan. Why? Two reasons:

1. Rate Increases
2. Loyalty

Rate Increases

The cheapest plan today may have a large rate increase later, which if your client has had an illness that would leave them unable to change Medicare Supplement plans, they cannot change.

Loyal vs Happy

Happy clients are great and in most cases, at the end of the appointment, your new client will be happy. They just took care of a major decision and can move on to the next task. At the end of that task, they may be happy again, and that happiness will overlap the happiness they felt after they purchased coverage through you. Over time, in some cases less than a few hours, they are long past thinking about you and insurance.

Loyal clients, on the other hand, may have that feeling of happiness fade, but they will be reminded of it when you have your retention strategies in place. You told them they will get their cards in a few weeks, and when they get their cards, they will think of you and how to you told them that would happen. When they see your newsletter in their inbox, they will think you told them that would happen. You are meeting the expectations you put out there, which puts you in a positive light in their mind.

If you are not setting expectations, then you are not giving yourself credit for the hard work you are doing.



BUYING THE PROCESS

People are not just buying a product or service from you, they are buying the process you are taking them through.

This is also known as the buying experience. If you find you are having a lot of prospects purchase insurance through you, but they are no longer communicating with you after the sale, you may have taken them through a complex buying process that left a bad taste in their mouth. This recollection of the experience is why they are not telling their friends and family about you.

From Kaiser Family Foundation How are Seniors Choosing and Changing Health Insurance Plans (2014): "Many senior Medicare beneficiaries said they did not want to switch plans because the process of their initial plan selection was so frustrating. They believed they did their homework the first time and most did not want to revisit the decision."

To quickly sum this all up, buying insurance is not the most enjoyable experience.

The best appointments are natural flowing conversations that result in a sale. Try getting away from a sales pitch type approach. Insurance is a very personal sale. People have very different concerns. While we may have a limited supply of solutions (we cannot custom build our clients a policy), we can highlight certain aspects of the plan to address their concerns. The more you make the solution about their needs and concerns, the more they will trust you are listening and on their side.

Having a process also keeps the conversation moving so if you are sidetracked, you can get back on with the appointment, and not spend 45 minutes talking about their grandkids / hobbies / random stories that take away from the reason you are there, to help them enroll in a Medicare plan.



BUYING THE PROCESS

SAMPLE PROCESS

This is the process I used in the field:

1. Show-up / Warm-up
2. Fact Find
3. Present Solutions
4. Offer Solutions
5. Application
6. Next Steps
7. Retention

Make sure you have a process down that you are using in the field. “Winging it” will not produce consistent results that you can improve on.

The above process may work for you. Or you may want to add, rename, subtract steps, etc. You can turn to the internet and see thousands of different sales process for various industries that may apply to you.

The important thing is to have a process you talk your prospects and client through which you can adjust and modify until your appointments are fluid, natural and enjoyable for both you and your clients.

“If you can’t describe what you are doing as a process, you don’t know what you are doing.” – W. Edwards Deming



KEY PHASES

Key phases are used to keep the flow of the appointment moving forward. Below we look at some sample phrases to keep the flow the appointment going forward.

FACT FINDING

Fact finding is the backbone of the appointment. This is where the prospect is going to tell you why you are there. You want to know what the prospect was thinking when they decided they wanted to talk to an insurance agent (most people don't do this just for fun):

"So tell me your situation."

"How can I help you today?"

"What questions can I answer for you?"

These are open ended questions that let the client answer on their own terms.

OFFERING SOLUTIONS

This is where you are going to offer a plan to the prospect. Most people do not want a canned presentation. They want a personal solution.

"Based on the information you gave me, I would suggest a _____ and _____. I have had other clients in similar situations take this approach, let's see if it works for you."

This is the phrase I used in the home for years. Why this works:

Based on the information you gave me – I am making this solution for you

I would suggest – I am giving you my professional opinion

I have had other clients – I have experience with this

Similar situations – You are not alone

Let's see if it works for you – You are in control of the decision with my guidance

This may work for you, or you may have your own phrases and techniques. Do what works for you, but just make sure you are doing something consistent.



KEY PHASES

GETTING TO THE APPLICATION

This is also considered the close, or asking for the sale. This is also scary for a lot of sales people as it asks for a commitment, or they think they have to be forceful. However, this can be a simple, non-evasive question.

"We can have this start on [DATE]. Does that work for you?"

You just asked for the sale. See how easy that was? And it is an easy decision for the prospect. The more a prospect has to think about a decision, the more likely they will want to "think about it" or "call you back." This also puts the decision in the hands of the prospect and can prevent buyers remorse or making them feel like you made the decision for them.

OTHER CONSIDERATIONS

Make sure you are using phrases and words that are natural to you. You want to talk to prospect and client the same way you would expect a professional to talk to you.

I have never been a fan of sales clichés. I do not want to be asked them, so I don't ask them of my clients.

"What can I do to get you to do business with me today?"

Instead: *"What concerns or questions are you having?"*

"That sounds good, doesn't it?"

Instead: *"Does that interest you?"*

The appointment is about addressing the needs of the prospect, not getting you a commission. Your commission is a by-product of the solution.

To sum this all up:

Selling is a repeatable process which addresses the prospect's concerns and transforms them into a loyal client.



CROSS SELLING

Most of the people you talk to have never bought health insurance.

They have been covered by group coverage their entire lives and were handed coverage. They did not have to go online and shop, compare rates, talk to an agent, or any of the usual buying processes they may use for other purchases. They simply had to sit with an HR person and get told what their coverage will be.

The human resources person they are talking to may also be cross selling additional coverage, such as dental, cancer, accident, etc. While the HR person is not actually selling, rather informing your prospect of their options, why would you not do the same; offer options?

WHAT THIS MEANS

Your prospects may not know what to ask. They may not know what is available. They are looking for guidance.

What can do you? Check and see what is important to them by asking:

“When you had group coverage, what did it look like?”

Sure, they had major medical, but did they have any other coverage? Did they have dental? If they had dental coverage for the past 5, 10, or 15+ years, they may want to continue that coverage into Medicare.

Did they have short term care? Look at a home health plan
Did they have life insurance? Did they lose it when they left the plan?
Did they have extra cancer coverage? Offer them a cancer plan!

Your clients will tell you what is important to them, and it is your responsibility to offer them options.

Want another way to cross sell? Visit the Virtual New Agent School page ([CLICK HERE](#)) and download the Medicare Café Your Backstory Cross-Selling eBook under Other Guides.



WHAT TO DO FROM HERE

Establish your process

You should have a process in place to take your prospects and clients through. Professionals plan, amateurs “wing-it.”

Review your last few appointments

Self audit from time to time to see if there are changes you could make in your process or phrasing that can help you address the needs of your clients.

Practice your transitional phrases

Your transitional phrases should be natural and free flowing.

Become a student of sales

Read sales books

Listen to sales podcasts / information in the car

Next Up – Day 5

Retention / Review