

The Brokerage, Inc. - Agenda for Agent Workshop - 2010 Medicare Preparation

(Please complete the Agent Registration Form. These will be collected before you leave.)

1. Preparing for the AHIP Medicare certification 20 minutes
 - a. Cost involved
 - b. Time involved
 - c. Logging in to register
 - d. What to do when you are finished
 - e. Getting reimbursed for you certification fee (4 MA or MAPD leads or \$100)

2. The Brokerage's 2010 Medicare portfolio 25 minutes
 - a. Medicare Supplements
 - b. Medicare Advantage Plans
 - c. Prescription Drug Plans

3. Getting the PDP quote at www.Medicare.gov 15 minutes

4. Marketing 20 minutes
 - a. MIPPA considerations, Scope of Appointment Form
 - b. The Diabetic Care Plan
 - c. The Dental, Vision and Hearing Expense Policy
 - d. Scope of Appointment

5. Community based marketing 15 minutes
 - a. Walmart
 - b. Provider offices
 - i. PCP's
 - ii. Specialists
 - iii. Ancillary – Diabetic Centers of America

6. Lead programs 10 minutes
 - a. Telemarketing services from The Brokerage
 - b. Carrier based leads

7. Cross selling
 - a. Fact finder
 - i. Final Expense
 - ii. Annuities
 - iii. LTCi
 - b. Annuity referral bonus
 - i. \$25 for completing a fact finder and bringing back a CD "x" date
 - ii. Referring agent gets 25% of the writing agent commission

8. Q & A