

The Medicare Motivational Sales Caravan

Get your sales in high gear, all year!

Agenda

- Year round selling opportunities
- SEP
- Group
- Int'l Major Med and Medicare
- New Med Supp plans M & N
- Chronic Illness plans
- *LeadWatchers*

Special Election Periods

- Loss of group coverage
 - 63 days
 - Voluntary or Involuntary
- Chronic
 - Diabetes
- Duals
 - LIS
 - Go to www.ssa.gov
 - Must be a MAPD or PDP
- Change in residence (change service area)
 - Note: check the correct SEP on your apps!

Part B effective dates

- Usually when the person ages in at 65
- Disabled for 2 years or longer
- Delayed Part B enrollment
 - Usually if they have been on a group
 - Procrastinated
 - Must enroll for Part B in the General Enrollment Period which is Jan-Mar for July effective date
 - Part C plan must be July 1 in this circumstance
 - Did not want to pay the premium
 - Part B = \$110.50 in 2010
 - Could pay up to \$353.60 in 2010

I'm 65. Should I drop my group coverage and go on Medicare?

- TEFRA
 - <19 lives
 - >20 lives
- Premium comparison
 - Part B, Part D and Med Sup
 - Group Health
- Benefit comparison
 - Co-pay, Deductible and coinsurance out of pocket
 - Part A & B out of pocket

I'm going to Rome for two weeks. Will Medicare cover me oversea?

- Medicare does not cover you internationally
- Purchase supplemental coverage from IMG
- Refer to brochure and rate card

Medicare Supplements Plan M & N

- Coming June 2010
- Part of the MMA of 2003
- Refer to handout for details

The Achieve Plan

- Special Needs Plan (SNP)
 - For people with diabetes
- \$0 MAPD
- \$0 diabetic supplies
- Coverage for all diabetes drugs through the "Part D GAP"

Marketing Mailers w/BRC

- Turnkey prospecting system
- Online at www.MyBravoStore.com
- Various mailers to choose from
- \$100 is in your account to get you started

Using customized “Fact Finder”

- Customized with your contact info
- Prompts you to cross sell
- Designed to get information you need

LeadWatchers

...a proven, systematic sales approach that is scalable

Objective of *LeadWatchers*

- To develop a disciplined approach of prospecting
- Increase self made leads
- Increase appointment setting
- Increase sales
- Increase referrals
- Increase cross selling
- Increase your income!

How *LeadWatchers* works

- Work Smarter, not harder
- Focus on activity that matters
- Helpful habits
- Support to help grow your sales
- Four week program

What you will do

- Call in to report your activity each week
- Develop a disciplined approach to activity
- Make prospecting calls and enjoy calling
- Participate in weekly coaching calls

What you will get

- Free scrubbed contact lists
- Call scripts
- Tips on prospecting
- Tips on setting appointments
- Tips on closing
- Tips on getting referrals
- Tips on cross selling

Be a part of a support system

- Hold yourself accountable
- Don't waste time
- Make your actions count
- Never depend on stale leads again

One month schedule

- Contact lists are delivered Friday, 8:30am
- Call reporting is 72 hours later, Monday 8:30am
- Coaching call is Wednesday at 8:30am
- Freshman week = 50 contacts
- Sophomore week = 100 contacts
- Junior week = 150 contacts
- Senior week = 200 contacts

Next steps...

- Read and sign the “Agent Expectations”
 - Willing to make the calls
 - Report back on your results
 - Participate in “coaching calls”
- Participate in the four week program
- Graduation!
- Contest