

Working Direct Mail

RESPONSE CARDS

Once you receive your response cards back, it is time to set the appointment. Remember, the prospect has taken the time to complete the response card and mail it back. The prospect is interested, but is not necessarily ready to buy.

Keep in mind that your primary goal, in the initial conversation with your prospect is, to make a positive first impression and to set an appointment. Know that your prospect will form their first impression of you in the first minute of your conversation. Be direct, be prepared, and be professional. Identify yourself, explain the reason for your call, and express your intention to meet with the prospect promptly to evaluate their needs and identify solutions. Do not attempt to qualify your prospect on the telephone. You are merely trying to set an appointment.

An example might sound like:

"Hello, Mr. Jones? This is Bob Smith, and I have the response card you sent in for information on Medicare options. I would like to set an appointment to meet with you to evaluate your situation and recommend suitable solutions. Would you be available Wednesday morning at 10 a.m.?"

BE PREPARED TO COUNTER A FEW COMMON OBJECTIONS:

I dont remember sending in a response card.

"Mr. Jones, that is understandable with the amount of mail we all get these days. I've got your response card here. You indicated that you are currently 66 years old and your wife Mary is 65, is that correct? As with many of the families I deal with, you likely are quite concerned with making sure you have the best Medicare coverage that you can find. Would Wednesday or Thursday be better for us to meet?"

Can you just mail me some information?

"Mr. Jones, the problem with that is I could send you enough information to fill a room, and it would not help you determine which coverage options best suit your needs. As a specialist in this area, I can help you decide which solutions will best protect you and your family. I would not be doing my job very well if I just mailed you information. Would Wednesday or Thursday be better for us to meet?"

Are you an insurance agent?

"Absolutely! MY practice is focused specifically on serving the needs of the Medicare-eligible population. I get paid to work with people just like you to find suitable solutions to your health care needs, and I feel fortunate to be engaged in such a rewarding profession. Would Wednesday or Thursday be better for us to meet to discuss your Medicare coverage?"

Here are a few things to keep in mind:

- You are a professional. You prepare, train, and practice like a professional.
- You are a source for your prospects. You offer a valuable service to your clients and it does not cost your clients a penny to take advantage of your services.
- You work with and represent billion dollar insurance companies. You are providing valuable solutions, underwritten by financially stable companies.
- You are an insurance agent. Be proud of that fact and practice your craft in every interaction.