

Become a Magnet for Leads

A GUIDE

- **When people turn 65 and first become eligible for Medicare, they can start to feel overwhelmed.**

They are being faced with lots of new information that they may not understand regarding their health coverage. As an agent, you want to become a person they can trust to help them make the best decision. You want to be smart about the way you approach a lead, so that you can see it all the way through to the sale.

Seniors aging into Medicare at 65 are not the only people you want to target. Those that are already on Medicare are good prospects too. It may be difficult to convince a Medicare recipient that there are better plans than the one they are currently on. Let them know that there have been a lot of recent changes in healthcare policy that could make the consumer want to review their current coverage. Once you point this out, you will prove to them that you know the facts and can gain their trust. Make sure you remind them that they have the opportunity to switch to a five-star rated plan any time, no matter the enrollment period.

Do not forget to reach out to those individuals that are currently 63 or 64 years old. They are approaching the time to make their own Medicare decisions. Most people want to know the facts and need time to decide what is best for them.

Sealing the Deal

Once you have the leads, don't let them go! You have potential customers at your fingertips, now you just need to close the deal.

- **Tech savvy seniors:** Setting up a presentation on a computer or tablet will help to keep your customers engaged. By using a presentation that is self-guided, you are giving your potential clients a chance to ask questions. You will also be able to describe the points in greater detail and focus on particular topics.
- **Provide the answers:** Have you ever heard the expression, "you live and learn?" Well, many people have seen their parents make mistakes with insurance or investments, and do not want to follow in their footsteps. As the agent, you need to be prepared when you go to meet with clients. They are going to ask lots of questions, because to most people, Medicare is something totally new. You will need to go into the meeting prepared to give answers to objections the client may have due to past experiences.

Remember, each interaction with a senior is a potential sale.