

# Medicare Supplement / Home Health Care Training

**FOR AGENT'S TRAINING PURPOSES ONLY-----NOT TO BE USED WITH THE GENERAL PUBLIC**

## READY, WILLING & ABLE

### AGENT'S QUESTION:

***"How do I sell Medicare supplements with premiums that are higher than a direct writer's?"***

### ANSWERS:

\* You cannot expect to compete "on the direct writer's turf" and win. If all you do is tell the prospect the premium rate over the phone and think they will jump to send you a check, don't bother. You must be **READY, WILLING & ABLE** to be a personal counselor to them regarding their health insurance. This includes Medicare, the Medicare supplement choice and home care or the lack thereof.

You must be **READY, WILLING & ABLE** to meet the prospect or client IN PERSON to accomplish all that needs to be done.

When you are **READY, WILLING & ABLE** to do all this, the direct writer cannot compete with you. This becomes "your turf"!

A good place to start is the *Guide to Health Insurance for People on Medicare*. This publication is full of confusion for the average person and you need to use it in such a way as to help people understand the coverage. People going on Medicare for the first time are prime prospects because it is a completely new time of life and change is scary. They fear having to deal with new health insurance and administration issues and have no one to call who they know and trust.

All the media hype and political talk about changes to Medicare, HMO's etc. present unheard of opportunities for those agents who are **READY, WILLING & ABLE** to take advantage of this environment. People will want to hear from a person who they feel will help them during this confusing period in their life.

Lack of coverage in certain areas should be pointed out, as it is as important as what is covered.

Home health care, nursing home care and prescription drugs are all areas of concern. While you may or may not be able to help everyone with all of these items, you can present what is available and what alternatives or trade offs may exist. This will lead you to another possible sale of either home health care (only) or long term care insurance.

## **!!\_CAUTION !!**

You probably cannot make multiple presentations at one interview. There is only so much people can absorb. However, you have opened up areas of concern. If we assume you take an application for the Medicare supplement, you can leave some material with the prospect about LTC or home care (only) plans and schedule a delivery appointment for the Medicare supplemental policy.

YES you heard me correctly. **DELIVER THE MEDICARE SUPPLEMENT POLICY IN PERSON AND REVIEW IT!**

It's at this delivery time you cement in the sale, convince the insured he has chosen someone he can trust, discuss the next coverage he may want and get referrals to others he knows.

Remember, people do not buy that which they NEED (or that which we say they need), **they buy only that which they WANT**. You have to make them WANT the next product.

You also have to guide them into a position where they will WANT to refer you to the next person. They should WANT to do this and even be willing to call that person and introduce you to them.

You actually have to EARN this and if you put the effort in you will. It's part of being **READY, WILLING AND ABLE**.

Speaking of referrals and follow up sales via pre scheduled appointments, what about the children of these prospects? They could be prime prospects for LTC insurance themselves, have businesses and employees, etc. What about siblings as well as friends and acquaintances within organizations to which they belong?

I think you get the picture but it all starts with making the first prospect MORE THAN SATISFIED. You must present them with the WOW EXPERIENCE, something they are not used to today. They must say "WOW" after you leave them initially.

# TRAINING SESSIONS

Training sessions are available for those who are **READY, WILLING AND ABLE** to come to Spring Valley and spend some time getting qualified.

## THESE SESSIONS WILL COVER:

- 1) How to use the Guide to Health Insurance for People on Medicare. Don't forget this is a government publication, not something we created. "They" made it confusing, not us.
- 2) New Medicare supplemental products we offer and how the Medicare coverage works with these supplements.
- 3) A Medicare Part-D prescription drug plan is available.
- 4) The home care (only) plan that can be used as the second part of this package. A discount is available which also propels you to other family members (Triple-Pronged Approach).
- 5) How the home care plan works with it's unique design. To our knowledge no other LTC policy in New York has this design available. Whenever you can out design the competition, you get people's attention and referrals.

## MARKETING

Marketing to people going on Medicare for the first time (age 65) is one of the best opportunities available to you!!

If you are **READY, WILLING AND ABLE** to do what is necessary, you can earn substantial commissions. If you focus on "making a client" instead of "making a sale" you will make more sales and have more appointments than you ever had.

Give us a call to discuss this and arrange to come to Spring Valley to become qualified in this market.

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