



It's Not Always About Price, Dummy!

Of course, need isn't always based on price; it can be something else intangible to the senior. A good agent will ask the senior what they currently like about their plan, and what they dislike about it. This will enable the agent to address these potential hidden deal-breakers that might not be centered around price.

Philip Arko qualifies the lead on what they like and dislike about their current plan, to build those benefits back into the presentation when he presents another company's plan:

I ask, "What do you like most about your current supplement?" and then I ask, "What do you least like about your current supplement?"

I also find out what letter plan they are in.

Jeff Cornelius educates leads about standardization:

"I see that you have a Plan F. What do you like most about your plan? Mr. Smith, I am sure you are aware that, by law, all Medicare Supplement plans are the same and the only difference is premium, correct?"

"So if we can find another Plan F with a lower rate than you are currently paying, which would allow you to have the same sense of protection, just at a lower rate, would that help you out?"

If the senior:

1. Trusts the agent
2. Knows how changing Medicare Supplement plans works
3. Is happy with the savings
4. Is healthy enough to pass underwriting
5. Has any other important benefits also reflected with this choice

...then the agent can safely ask for the prospect's Medicare card for enrollment, and start filling out the application.