the 30 Minute Medicare Supplement Appointment

(800) 689-2800
SMSteam.net

You are passionate about helping others with their Medicare coverage. You not only want them to feel confident in their plan choice, but also in their choice to use you as their agent.

Guess what! Your clients are probably not as passionate about Medicare. Yes, they want to feel informed and educated about their plan, but they are also not looking to earn a PhD in Medicare when they meet with you.

This is where the delicate art of education comes in. You want to give your clients enough information to feel confident, but not so much that they are confused or completely disinterested when they meet with you.

Establishing a process gives you consistency and a baseline to evaluate your appointments. Consistency produces more predictable results, which turns more prospects into clients and generates more referrals.

What does your Medicare Supplement appointment look like? If you cannot answer this, it's time to create a base plan for your appointments.

What does a 30 minute appointment look like? Can it really be done? Challenge accepted.

Not only is this realistic, your clients will appreciate not being bombarded with facts and other information they may not be concerned about.

Your clients are not only purchasing insurance coverage from you, they're also buying the sales process you take them through.

Minutes 1 - 4
Greetings / Small Talk & Warm Up

Minutes 4 - 10
Transition into Fact Finding

Minutes 10 - 15
Medicare Supplement Plan Presentation

Minutes 15 - 17
Close / Answer Objections

Minutes 17 - 22
Application Completing

Minutes 22 - 30
Review / Close / Depart

The 30 Minute Appointment

Can it really be done?

Your times may vary, but yes, it can be done effectively and consistently to create more positive results for you and your clients.

Your Objections Answered:

But my clients want more information!
Do they, or are they getting it whether they like it or not? Always start with the information they need to make an educated decision. If they want more, they will ask.

Remember, you should have a conversation with your prospects and clients, not a monolog.

It takes me longer to warm-up / close / (insert appointment variant here…)
It may and that's alright! These are general numbers. You may need more time to close and less time to wrap-up. That is fine, but your goal should be 30 minutes from start to finish. This will allow you to omit information that isn't necessary at every appointment.

Will every appointment go like this?

Of course not, but not having a plan is doing both you and your clients a disservice. Create and finetune your process!

Your Objections Answered:

But my clients keep asking me questions…

This is a good thing. If your prospects and clients are engaging you during the appointment, then let them! This way if the appointment does go long, it's because you're having a conversation with your clients, not because you're bombarding them with unwanted information.

Am I doing my clients a disservice by limiting their time?

No. You are presenting, without outwardly verbalizing, a process to your clients. They will appreciate this, separates a professional from an amateur.

I'm having a hard time trying to structure this!

Let Senior Marketing Specialists help you! Call us at (800) 689-2800 and we can help you structure your appointment to give you more consistent results and increase your referrals.

Structuring Your 30 Minute Appointment

Step 1: Write out your appointment
Write out a sample appointment. Script what you would say on paper for your personal reference. Sometimes seeing it on paper will help you modify and improve it. Time to it to 30 minutes.

Step 2: Practice
You want your appointments to be a natural conversation, not a forced or robotic presentation. The more comfortable you are, the more confident your clients will be with you.

Step 3: Implement
Start implementing your new process. Don't wait until you think you have it perfect. This process will take some adjustments to get your timing down.

"Procrastination makes easy things hard, hard things harder."
-Mason Cooley

Structuring Your 30 Minute Appointment

Step 4: Evaluate

Review your appointments and adjust to how your clients reacted. If they had common concerns or questions, you can include in your process.

Step 5: Continue to fine tune

As new products, market changes, and other factors enter the industry, you may have to adjust your appointments. This is an ongoing evaluation.

Remember to keep things simple and let your clients decide what information to explore further. The more complex you make your appointment without your client prompting, the information may leave them feeling confused and hesitant to move forward.

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