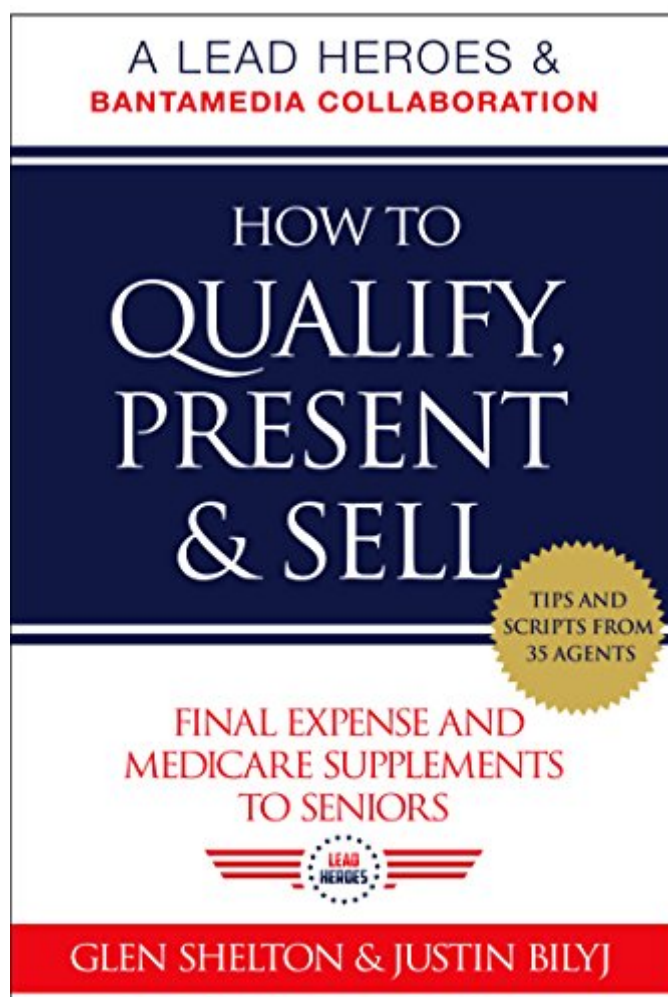


The book was found

How To Qualify, Present & Sell Final Expense And Medicare Supplements To Seniors



Synopsis

A demographic tsunami of baby boomers are retiring and requiring help with their Medicare and life insurance needs. Meanwhile, record numbers of insurance agents are also retiring, leaving the millennial generation of agents untrained. To tackle these problems, 35 expert insurance agents collaborated to create this guide to selling life insurance and Medicare supplements to seniors. Because training often comes at a great cost, requiring you to spend thousands of dollars on conferences or give up contracts in exchange for training, it's never been harder to find no-strings-attached insurance sales training until this book! This guide covers the entire insurance sales process, so you'll learn how to:

- Prospect for Final Expense life insurance leads or Medicare Supplement leads, and which type of leads to use
- Approach leads, and what to say to gain their trust
- Overcome the most common objections and concerns seniors have
- Present & sell Final Expense life insurance and Medigap plans online, on the phone or in person
- Organize your day and motivate yourself to reach your maximum potential
- Grow your client base by cross-selling and generating referrals
- Build an online brand that will foster trust and referrals

Whether you're a new agent seeking a primer on selling life insurance or Medicare Supplements, an experienced agent looking to maximize your online brand with insurance marketing tips and strategies, or an agency/IMO/FMO wanting to teach agents how to sell life insurance or Medicare Supplements at a fraction of the cost, this guide is for you!

LEARN HOW 35+ EXPERIENCED AGENTS ARE SUCCESSFULLY SELLING FINAL EXPENSE LIFE INSURANCE AND MEDICARE SUPPLEMENTS!

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Customer Reviews

I will start this review by mentioning that I was given a copy to review for free since I was one of the many collaborators used by the authors in the book. With that out of the way I can tell you that I love the book. The book is a guide of the final expense and Medicare supplement sales processes from beginning to end. When I say the beginning I mean the real beginning. Starting with licensing and contracting. The book is organized in such a manner that the reader can concentrate on only final expense or only Medicare supplement or both. Many agents concentrate on only one of these disciplines. But the reader will see there is a lot to offer for the agents that do both by cross selling. I enjoyed the straight talk about the pros and cons on the resources used by the agents. These resources are expensive and you need to weigh the pros and cons before you pull the trigger. I believe the book is an excellent resource for both the novice and the veteran. If you are new to insurance and you are considering selling one or both of these services then the book will give you great insight into all that it takes to be successful. Or if you are like me, an insurance agent that is already selling these services then they will find some priceless nuggets of wisdom shared by the collaborators. I know I did.

I did receive a free copy of this book. This is the best sales book that I've read all year. This book does an excellent job in telling you how to work your medicare and final expense leads, how to cross-sell, and it does an excellent job going over the technology needed to organize your leads. It also tells you how to keep clients active remaining in your block of business and what to do when your clients leave your block of business. This is an excellent book for anyone selling medicare supplements and final expense insurance. It is also a great book for those who do sell other types of insurance. This book is a must, must read.

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