

Opening script.. from the TOP producer in the USA...

“GOOD MORNING, IS MRS. _____ AVAILABLE?”

GOOD MORNING MRS. _____, I’M CALLING ON
BEHALF OF ____ IN REGARDS TO MEDICARE
OPTIONS.

I DO WANT TO LET YOU KNOW, MRS. _____ IT IS
MY GOAL TO HELP YOU MAKE AN INFORMED
DECISION WITH YOUR MEDICARE NEEDS. IN
ADDITION, I AM A LICENSED AND APPROVED
AGENT IN YOUR STATE – AND ALL OF OUR CALLS
ARE RECORDED FOR YOUR PROTECTION, OK?”

{pause – wait for response}

“GREAT, WHAT I WOULD LIKE TO DO IS JUST ASK
A COUPLE OF QUESTIONS THAT WILL HELP ME BE
MORE EFFECTIVE FOR YOU.”

{with a concerned voice}

“DO YOU CURRENTLY HAVE COVERAGE?

OK, WHAT KIND?”

Notes

When they start talking, shut up. Listen and take good notes. Look for guaranteed issue situations but do not explain what that is or offer a solution until you are into a good 5 minute conversation with the; too short and there's not enough value!

The goal is to get them talking and building a level of trust.

When probing, ask questions to get them to open up:

“Does that help?”

“Does that make sense?”

“Are we on the same page?”

“Do you like the idea of referrals?”

“Do you like that you are in control of your healthcare?”