



Introduction

“There Are No Traffic Jams on the Extra Mile”

Medicare Educational Seminars have provided me with a wonderful opportunity to enjoy success as a Medicare Insurance Sales Professional. Medicare Educational Seminars can take you off the treadmill of demeaning desperation. It will elevate you from the momentum of mediocrity. Making hundreds of phone calls and sending out thousands of direct mail pieces - all of that came to an end for me once I began doing consistent professionally executed Medicare Educational Seminars.

Although I sell Medicare plans and policies as a profession, my approach is much different than a typical sales professional. I provide clear information to potential clients and make sure they know how I can help them as a Medicare Sales Professional. I do it without projecting any obligation, pressure or nonsense. None.

When someone turns 65 or when they enroll in Medicare after age 65, CMS does not knock on their door with a big smile explaining to them how Medicare works. The insurance carriers send out their mail pieces and put on their TV commercials selling the benefits of their specific product without really providing big picture information to the Medicare beneficiary. Moreover, it seems that the more information they receive, the more confused they get.

Clear concise information is needed for Medicare beneficiaries to counterbalance all the misunderstanding and inaccurate information floating around that confuses people and creates unwanted stress. Medicare Educational Seminars are the perfect forums to learn about how the Medicare puzzle pieces fit together, within a neutral environment that allows questions and provides answers, all without high-pressure sales techniques.

Once you begin doing seminars, your reputation begins to develop and not only do you acquire clients, but referrals manifest along with invitations to do seminars at various locations.

This manual will offer you, step-by-step, all the different facets you have to consider in holding Medicare Educational Seminars.

I was an owner of a small business before I became an insurance broker, and I had posted in our conference room a sign that said:

“There Are No Traffic Jams on the Extra Mile”

This was a consistent reminder to staff and management, that when one goes the extra mile to exceed and succeed in one’s endeavors, both professionally and personally, one will find that there are not many others willing to go that same extra mile. It may mean more hours. It may mean more responsibility. It also may mean finding an innovative niche while being intensely persistent. This extra mile is the playing field where success awaits, and it’s not occupied by many!

Medicare Educational Seminars are the ‘extra mile’ in the world of Medicare Sales Professionals. They will set you apart from other Medicare Insurance Brokers in the eyes of your prospective and actual clients, they will also set you apart in your community as an insurance broker who is willing to take the time and effort to offer free Medicare Education.

The need for Medicare Educational Seminars is great. There’s also a tremendous need for passionate Medicare Sales Professionals possessing integrity and dedication. The playing field is wide open. The business is out there. It’s yours for the taking.

Start out on that Extra Mile... and go for it!

Good luck!