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Partnership Deep Dive

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Script

I know you've already said it! You are hammering me about the art of Memorization.

- Dude, a script sounds so mechanical.
- It's not personal.
- People are going to give me that death stare as soon as I begin to talk.
- Yep your correct unless you understand the power of a great script.

Your a Guide

You're the professional that has to have confidence and this is why a script is so important. The most powerful form of marketing is accomplishing the art of memorization.

Your Co-Guide

Ideally you will partner with professionals that memorize the mantra except the call to help guide as well.

The Client is the Hero

They are the Hero, who is facing a very scary and major obstacle.

- Externally they are getting hammered by mail, the phone, and advertisements.
- Internally they are frantic to find a solution to ensure they are not messed over.
- Philosophically they are saying, "there has to be a better way."

You have a solution to their problem

Medicare is extremely confusing, we make life easy by making Medicare simple.

Again the script lays out what to say so it makes them feel at peace.

You're allowing them to see themselves SURVIVING AND THRIVING and not failing.

Plan of Action

You give simple direction on how you can help them solve their problem/problems.

- **CTA - Call To Action**
- **Share the Success**
- **Point out the what ifs**
- **Enroll**

Planning Your Route

Pulling a list of Doctors, Pharmacies, Dentist and more.

Choose a carrier from our resource page - Doctor Lookup

Geographical Area to market

Download, save and print

Mapping a route so it's quick and easy

We use Badger Mapping to upload and then sync a route.

You can input your list into a spreadsheet and upload it into Badger Mapping. So you can capitalize on your time and hitting the most locations the fastest.

Most Common Questions We Hear

Badger Mapping	PROS	CONS
Why use it?	Use your starting location regardless of your location.	Or thumb through list to figure out the quickest route. Hard to do!
How much time should it take	Pick a day: hit 20 locations in less than 7 hours.	Some agents think calling is quicker. But your going to learn the steps that the most successful agents use. Calling isn't always the best.

3 Critical Actions

- Grow a list of locations
- Grow partnerships - the goal is start with 20
- Grow Sales - each doctor that is engaged will refer an average of 6 new enrollments per year. So 20 will increase your numbers by 120 new applications.

Why doesn't everyone do this? Normally it's the fear of what they may experience. The fear of _____.

Guerilla Marketing - read the book

- Honestly success comes at a cost most agents don't thrive toward.
- Sales is about doing the numbers.
- Longterm residual income happens from effective activity.
- What are you willing to sacrifice now to obtain your end goal?

Strategy: Work Your Plan

Daily

If you're new with nothing to do, you owe it to yourself to talk to a ton of people. The law of large numbers works for anyone in a new career of sales.

Easy Daily Strategy:

7 hours of outreach = 3-4 new relationships

1 sale per day

Weekly

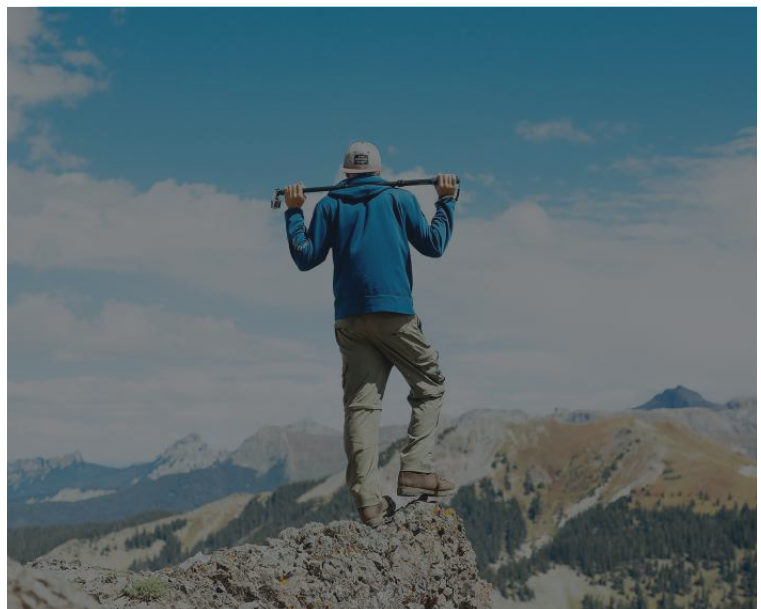
Easy Weekly Strategy:

Set aside 12 hours per week to reach your 20 Partnership goals. You should be able to land 1 relationship for every 2 hours in the field.

6 per week = 24 in a month

Sales without a presentation is only a conversation. Make it a goal to schedule an appointment, and do a Medicare review with anyone you talk to in this business.

Kelby Hightower



Measure your results

Without accountability there is no motivation for change.

Two main things to measure monthly:

Goals

I measured my goals broken down into simple to track categories:

- Daily Activity / Sales
- Weekly Sales = Monthly Goals

CPA - Cost Per Acquisition

- Gas
- Marketing Materials
- Give Aways - I'd use the plastic cups from Starbucks (\$2) and easy to store.
- Other Expenses

The formula for success in the Medicare business is simple:

If your cost per acquisition is at \$75.00 per application or less you WIN.

Stay committed

One day can make your week, one week can make your month, and one month can make your quarter.

What are your personal goals?

- Measurable
- Obtainable
- Focused

Notes:

The Narrative

Watch the video: Deep Dive Partnership Growth

So learn:

Who we are, What we do, and How we serve

MEMORIZATION

Introduction going in:

- Talk to the person who makes the decisions or manages the opportunity

Doctors

- Office Managers
- Billing

Doctor & Dentist - if the doctor loves to be in the know on everything going on in the practice.

- Helps develop your value to set a Lunch and Learn to meet the Doctor so their time isn't wasted.

Pharmacy - whoever answers the Medicare questions

- Pharmacist - be sensitive to their time when you introduce yourself

Businesses

Human Resource Manger - you help their retirees transition into Medicare and onto a plan.

- Leave a gift and the power of the follow up.
- If the gate keeper blows you off, this gives you the ability to call back and remind the Management what you've left them. People aren't normally rude. So they will speak to you and often apologize because they got the gift and didn't even look over your materials.

Notes:

Framework to keep in mind

- Share your narrative in less than 1 minute
- Schedule a time to meet for 10-15 minutes with the key person
- Don't waste their time in a meeting - A Doctor is paying them to execute
- Establish your follow up and why it's important

Show how you will follow up by:

- Holding the tear off pads or BRC in your hand

Swag

- Leave swag after you go in as a thank you to the person you're talking to

Remind them: Who, What, and How you will serve them

- Leave - don't drag out a meeting. First impressions are so crucial

Follow up

When you follow up you share:

- The narrative
- Tear off pads
- BRC pads
- Ask them if anyone asks about Medicare or has any questions about Medicare
- Remind them to refer anyone with questions about Medicare
- Leave quickly and leave small swag

Work the equation to meet your goal.

Goal Sheet

Download and use our daily, weekly, and monthly goal sheet.

How to use the sheet:

- Morning Review
- Evening Accountability
- Weekly Review
- Monthly Reward
- Quarterly Celebration

Badger Mapping

Check out Badger, signup, and download the app on your phone.

Pull your list

- If you're contracted with us - give us a call to set up your list pull.
- If you're not contracted with us you can setup an account with InfoUSA for a clean list.

Resources

Download Our Script, Training Video, and this guide

Easy to use and again, the most successful people in sales and marketing are experts at:

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Contact **Information**

Check out the other resources on our websites.

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