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# GRASSROOTS EVENTS

## 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.

## **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 I don't partner with you."**

## **Partner to serve**

# Planning Your Route

Pulling a list of fixed and low income opportunities

Choose a carrier to partner with and they have opportunities to get you started.

Geographical Area to market - 60 mile radius from your home

## Looking up locations:

- Food Banks & Food Commodities - you can use badger or good ole Google. Check out the live links on our website under Event Resources.
- Affordable Senior Housing / Towers - Watch the short video on using [www.hud.gov](http://www.hud.gov) website to look up locations.
- Mobile Events: Drive-thru bingo, Movie night, and mobile food banks
- Senior Centers, Fifty Forward, Affordable Senior Living Facilities, Parks and Recreation
- Churches - Senior Ministries that do activities and have speakers
- Other Opportunity - Health Fairs or any location that a large congregation of seniors gather or pass through.

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 - we will cover have to put these critical actions into your playbook.

- Grow a list of locations - have a list 5 times larger than your goal
- Grow partnerships - the goal is start with 10 locations to work 2 times weekly
- Grow Sales - take being consistent in the partnership
  - People have to get use to you at the event
  - Solid events will generate 1 sale per event location
  -

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

- 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?

Guerilla Marketing - read the book

**Notes:**

# 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 enrollment per event is the goal.

### Keep in mind:

- Events are usually a few weeks out or possibly done quarterly.
- Focus on locations that do weekly events.
- Create an abundance of opportunity on the front end.

## Weekly

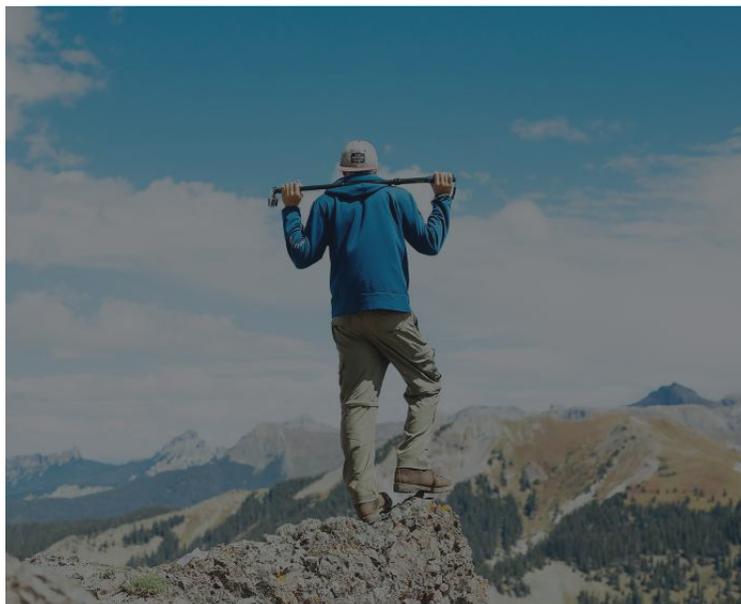
Easy Weekly Strategy:

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

\_\_\_\_\_ per week = \_\_\_\_\_ 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 or partnerships landed
- 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.

Events will always cost you must less than this CPA and partnering with:

- Key Carriers is pivotal
- Swag is essential
- Opportunities double when you're selling

## 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

Things to learn and memorize:

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

### **Food Bank & Food Commodity**

- Office Managers or Event Coordinator
- Let them know you'd like to set up a resource table at their events.

### **Affordable Senior Housing**

- Start with a Service Coordinator (they are normally paid by grant programs)
- Facility Activity Director (they usually have to fill a calendar for events)
- Manager

### **Mobile Events**

- Watch the breakout training on this new concept built around making your business pandemic proof.
  - How to go mobile with: Food Banks, Mobile Bingo, Outreach through the Parks and Rec. Centers

### **Senior Centers**

- Ask for the Activities Director
  - They have to fill their calendar
  - They know what's going on in the community for seniors

### **Churches**

- Ask for the Pastor that's responsible for their senior population
  - They are going to create a very safe environment for their members always.
  - Don't spit, cuss, or drink

### **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 - management 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
- Marketing materials reminders

### 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: Who, what and how and your mantra
- 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.**

**Take a moment and then watch the individual examples of how to call on locations. The execution is in memorization.**

### **Don't complicate simple!**

## 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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### Badger Mapping

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### Pull your list

- If you're contracted with us - give us a call to set up more help at pulling your list if needed.

## Contact **Information**

Check out the other resources on our websites.

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