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DOOR 2 DOOR

Table of contents

Script	3
Planning Your Route	4
Strategy: Work Your Plan	5
Resources	7

Script

I know you've already said it!

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

- External they are getting hammered by mail, the phone, and advertisements
- Internal they are frantic to find a solution to ensure they are screwed 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.

Your allowing them to see themselves SURVIVING AND THRIVING and not failing

Plan of Action

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

CTA

Share the Success

Point out the what ifs

Enroll

Planning Your Route

Pulling a list of people turning 65

We will provide a list on a quarterly basis to agents that will implement this strategy. FREE OF CHARGE!

Mapping a route so it quick and easy

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

If you're in an area running an appointment you can maximize spare time using your current location and ending location (your next appointment or meeting).

Most Common Questions We Hear

Badger Mapping	Plus	Minus
Why use it?	Use your starting location regardless of your location.	Or thumb through list to figure out the quickest route.
How much time should it take	Separate yourself: 20 doors daily = 2-3 hours = 4-5 sales per week	Try mailing those folks. Everyone is doing that option.

3 Critical Actions

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Why doesn't everyone do this? Seems agents stare when you share what your doing.

Guerilla Marketing - read the book

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

20 doors daily - Schedule a Medicare Review with 2 per day - Close 50% of your presentations

1 sale per day

Weekly

Easy Daily Strategy:

100 doors weekly - Schedule a Medicare Review with 10 per week - Close 50% of your presentations

5 sales weekly

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.

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



Resources

Download Our Script

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

MEMORIZATION

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 clean list.

Contact Information

Check out the other resources on our websites.

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