Senior Marketing Team - "Turning-65" and "66 to 80 yr old" Medicare Supplement Lead Generation

Medicare Lead Program recorded overview (click on view in browser)

Featuring two lead programs: (scroll down for details)

- "Stepping up to the Plate Lead Program" that can generate 10 to 20 prospects per month*
- "Knocking it out of the Park Lead Program" that can generate 40 to 70 prospects per month*

*your success depends on how hard you’re willing to work! No Guarantees

**Recommendation:** If you do not have a toll-free number, we highly recommend that you have one. You should be putting a toll-free number on your prospecting pieces and business cards. Check with your phone service provider and compare with this online option for the best option. **Here is a link to getting a toll-free number.**

Stepping Up To The Plate Lead Program (start generating 10 to 20 prospects per month)

**Recommendation:** Mail out a minimum of 50 mailing pieces to "turning-65" consumers per week, and call those consumers a few days later. Just remember to remain CMS compliant **do not** initiate a conversation on CMS products, i.e. MA and PDP. Keep your conversation to **NON-CMS** products, i.e. Medicare Supplements, Senior Dental, Final Expense, and LTC.

**Step One - Pick and Order a Mailing Piece** (Mailing pieces are **FREE**, and are customized with the Agents name, phone #, and address. Allow 4 to 6 weeks to receive the mailing pieces.

- Mutual of Omaha - **Order Form**
  - Self-Mailer
  - Postcard
- Gerber Life - **Order Form**
  - Postcard
- Woodmen - Med Sup - **Order Form**
  - Postcard
- Assured - Med Sup - **Order Form**
  - Postcard
Step Two  - Order T-65 Agent Prospecting Cards - Print Order Form with Samples
  o T-65 Card can be attached to the mailing piece with "Glue Dots" to increase your response rate
  o T-65 Card can be used to generate referrals from your clients

Step Three  - Order your Turning-65 Prospect List w/ Phone #'s
  Link to USA Data Website
  Click here to view video's on how to use USA Date
  o Wait until you have your Mailing Pieces and T-65 Agent Prospecting Cards before you order your turning-65 consumer list
  o It is recommended that your go out 3 month's from the date you will be mailing up to 6 month's for turning-65 consumers
  o Only order enough names with phone #'s that you will be mailing within a month. You want to have a fresh list each month.
  o You can order up to 1,000 Prospects with Phone #'s for $50 (.05/per prospect). I repeat, only order the number you will be mailing in a month, it is very important to have a fresh list each month.
  o There is instructions on the USA Date website on how to print mailing labels from a Excel file, or for an additional cost you can have your list mailed to you already printed on labels

Step Four  - Start Mailing and Calling your Prospects
  o Attach your T-65 Agent Prospecting Cards to your Mailing Piece with "Glue Dots" to increase your response rate
  o Mail out a minimum of 50 per week, and follow-up with a phone call a few day's after mailing
  o Recommended Phone Script for Setting Appointments - Stepping Up To The Plate
    ▪ Just remember to remain CMS compliant do not initiate a conversation on CMS products, i.e. MA and PDP. Keep your conversation to NON-CMS products, i.e. Medicare Supplements, Senior Dental, Final Expense, and LTC
    ▪ Standard postage for Brochures is .44/ea and Postcards is .44/ea (Postcards are 9x6 large)
    ▪ Bulk Mailing postage can be as low as .22/ea - Click Here to learn about bulk mailing

Knocking it out of the Park Lead Program (you have the potential to start generating 40 to 70 prospects per month)

Overview: This is a complete turnkey bulk mail lead generation program from Kramer Direct, a 25+ year Medicare Supplement Bulk Mail Lead Generation Company. This is one of the very few bulk mail lead generation programs that
addresses the Turning-65 market. Because of the unique offer of a brochure titled "New Medicare Changes and Benefits" it has been generating between 4% to 7% nationally (no Guarantees), which is an excellent return rate considering most bulk mail programs are only averaging between 1.5% to 2%. The prospect mails the postage paid reply card, and their information is entered into the "Lead Link Website", and an email goes to the agent advising them that they have lead(s). The agent goes to "Lead Link Website" with their own login and gets their lead(s). Compared to the "Stepping up to the Plate Lead Program", the "Knocking it out of the Park Lead Program" allows the agents to focus all of their time to setting appointments, and making the sales. This program handles the printing, setting-up the prospect list, bulk mailing, receiving the postage paid reply cards, and entering the prospects information on the "Lead Link Website", a complete turnkey program. With the high return rate of this lead program Agents should be able to easily write 30 to 40 Medicare Supplement Plans, 30 to 40 Prescription Drug Plans, 15 - 20 Senior Dental Plans, and open the door to Final Expense Plans and Long Term Care Annuities month-after-month (no Guarantees). This is why we named this lead program "Knocking it out of the Park Lead Program"; because it is truly knocking it out of the park!

Note: Now that ObamaCare has been signed into law, agents need to diversify and obtain new revenue streams. The Medicare Supplement Market is the #1 market being recommended by the "National Health Underwriters" and for good reasons. 1/1/2011 starts the hyper growth of the Medicare Market, with baby boomers aging-in at a rate of 7,918 per day, which are 330 per hour for the next 20 years. Pat Turner has been referring to this opportunity as the "Silver Tsunami" for several years.

You have the option to mail to the T-65 (Turning-65), or the "66 to 80" yr old market. With Mutual of Omaha's announcement of Guarantee Issue for the new Modernized Medicare Supplement Plan "N" in most states, and only one medical question for ESRD in a few states you will be able to offer a plan regardless of pre-existing medical conditions for all prospects 65 and older.

The "Knocking it out of the Park Lead Program" has two two market segments:

- "T-65" for the turning-65, a "Silver Tsunami" opportunity
- "66-80" for the 66 to 80 yr old market

Special "Senior Marketing Team" Pricing for UandIWin and NMG Agents:

New Lower Prices!

.39/ea for the "66-80" Market - Minimum order of 1,000 ($390/per 1,000)
Both market segments offer huge opportunities for the Senior Market Portfolio!

Are you ready to step up to the plate and knock it out of the Park? Senior Marketing Team is here to help if you are!

Order Form for the "Knocking it out of the Park Lead Program"
Recommend that you do a minimum of 1,000-piece bulk mailer every month. If you average a 5% response rate (no Guarantee) you should be getting 50 leads per month! This order form is for a one-month order only. You will need to send in an order form each month you want to order leads. We are not set-up at this time for automatic monthly order
Call 888-572-6373 and ask for Olga Brown at Kramer Direct for assistance in ordering. Be sure to mention you are an Agent with Senior Marketing Time - Pat Turner

See the Order Form to view the Bi-Fold Mailing Piece.

View the Tri-Fold Brochure "New Medicare Changes and Benefits"

View Instructions on using Lead Link website to retrieve your leads

View Video on Lead Link - silent video...no audio

Recommended Phone Script for Setting Appointments - Knocking It Out Of The Park

Note: This brochure, which is customized with the agent contact information, is sent to the agent in a pdf format so they can print it and go meet with their client. The agent also has the option to have Senior Marketing Team print the brochure on a very high quality glossy color stock at an incredibly low rate. Having a very professional brochure to present to your clients can only increase your success. Print Order Form

Enhance your Prospecting Efforts with Medicare Agent Cards - View Details Order Form with Samples

Note: Medicare Supplement sales opens the doors to:

- Prescription Drug Plans - PDP
  - If you don't want to market PDP contact Pat Turner with Senior Marketing Team (800-253-6866) for joint marketing dollars that can be used to pay
for the Medicare Supplement Lead Program.
  o Don't leave money on the table and possibly loss a client to another agent.

- Senior Dental Plans from Constitution Life a Universal American Company (non-CMS)
- LTC Annuities from Mutual of Omaha
- Final Expense Plans through "Final Expense Champions"