Agent Pipeline
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5 Effective Ways *to Follow-Up with Medicare Prospects*

While almost everyone over the age of 65 needs to enroll in Medicare and could benefit from enrolling in a Medicare Supplement or a Medicare Advantage plan, one call will not initially convince every prospect. Here are some tips to follow up with common types of prospects

NOTE

Many of these methods do require the appropriate permission to contact. If you have any questions about compliance ***– contact Agent Pipeline for compliance tips.***

1. Prospect isn't interested in meeting or sharing information

Even though it may seem so, this doesn't always mean the prospect is not interested in your products & services. They reached out to you in one way or another, so at some point, you piqued their interest; frequently, these prospects require more trust before they are ready to close the sale.

Strategy: Become a hub for continuing Medicare education for them & a source for resources. Providing them with information will keep you on their radar and build credibility. Make sure they're on your lists to call for their enrollment window reminders, send texts or emails with links to relevant content, or even create an email marketing campaign to educate them on their options and how you can help.

2. Prospect doesn't answer their phone

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Strategy: Don't give up after one, two, or three phone calls. Sometimes it is recommended to make up to 8 follow-ups before closing a sale. Also, try sending alternate methods of communication such as text or email to see if it gets a better response.

3. "I'll Think About It"

This is generally an objection, that just means the person needs more information before they can make an informed decision. Most likely, they still have questions that are unanswered.

Strategy: When you reach back out to the prospect, focus on finding out what objection(s) the prospect still has & ensure that you give them a complete solution that answers their question. After that, do not forget to ask for the sale again.

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4. You or the prospect got lost in the digital shuffle

As we use more and more different methods of communication, it's not difficult to inadvertently let a conversation grow cold. Set aside time to go back through your emails and social media messages to identify and follow up with anyone who could have been left hanging.

STRATEGY: Respond to unanswered messages. Did you send out a message that did not get a response? Maybe your message was also lost in the shuffle, or it was not a good time of day for that prospect to respond. Follow up and see if there are any questions you can answer.

5. The leads are old

Everyone who has been selling for a while has the file of what we call "cold" leads. However, turning to these leads can often work (considering the timeframe for their permission to contact). There are many potential reasons these prospects may be back on the market, such as dissatisfaction with their current coverage or insurance agent.

STRATEGY: Set aside time, however often you'd like, to follow up with these leads. Don't save them as a last resort; they could be more successful than you think.

NOTE

Permission to contact ***expires after contact is made, or 90 days after the date of receipt.*** Make sure that you are asking if it is okay to follow up with the prospect in the future with every contact. ***To ensure you are keeping up with the latest compliance updates, stay in touch with Agent Pipeline & our compliance team.***

At Agent Pipeline, we know how hard you work to grow your insurance business.
For more tips with compliance, marketing, and more –
contact us today at 800.962.4693