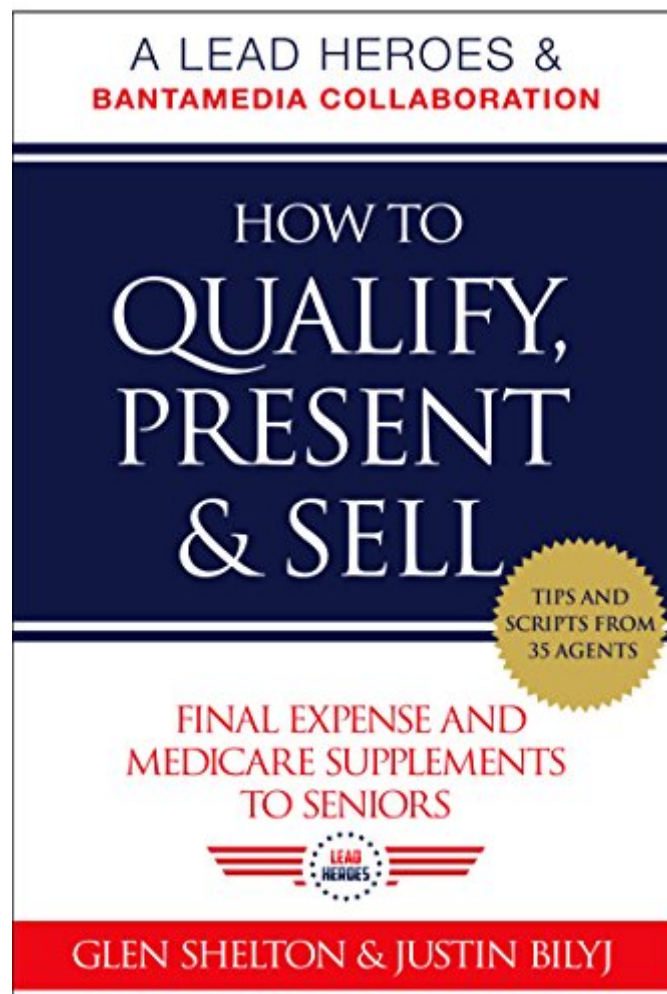




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# How To Qualify, Present & Sell Final Expense And Medicare Supplements To Seniors



## Synopsis

A demographic tsunami of baby boomers are retiring and requiring help with their Medicare and life insurance needs. Meanwhile, record numbers of insurance agents are also retiring, leaving the millennial generation of agents untrained. To tackle these problems, 35 expert insurance agents collaborated to create this guide to selling life insurance and Medicare supplements to seniors. Because training often comes at a great cost, requiring you to spend thousands of dollars on conferences or give up contracts in exchange for training, it's never been harder to find no-strings-attached insurance sales training • until this book! This guide covers the entire insurance sales process, so you'll learn how to: Prospect for Final Expense life insurance leads or Medicare Supplement leads, and which type of leads to use Approach leads, and what to say to gain their trust Overcome the most common objections and concerns seniors have Present & sell Final Expense life insurance and Medigap plans online, on the phone or in person Organize your day and motivate yourself to reach your maximum potential Grow your client base by cross-selling and generating referrals Build an online brand that will foster trust and referrals Whether you're a new agent seeking a primer on selling life insurance or Medicare Supplements, an experienced agent looking to maximize your online brand with insurance marketing tips and strategies, or an agency/IMO/FMO wanting to teach agents how to sell life insurance or Medicare Supplements at a fraction of the cost, this guide is for you! LEARN HOW 35+ EXPERIENCED AGENTS ARE SUCCESSFULLY SELLING FINAL EXPENSE LIFE INSURANCE AND MEDICARE SUPPLEMENTS!

## Book Information

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## Customer Reviews

Excellent advice for insurances salespersons who want to maximize their final expense and medicare supplement sales.

This book touches all of the bases on Final Expense and Medicare, I learned a lot.

Pretty Comprehensive, enjoyed seeing what others say in this profession.

Decent I think this would be good for newer agents.

Just started reading, and so far have picked up a couple good ideas.

If you are someone that is looking to get started selling Medicare Supplements/Final Expense, or are looking for new ways to market and sell to baby boomers in general, this book will be an extremely valuable resource.

Makes you slow down and think.

Good job of explaining the business

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