



# SELLING MEDICARE SUPPLEMENT PLANS

BEST PRACTICES GUIDE



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## Earning Potential

Let's consider a hypothetical example where you start selling Medicare Supplement Plans and aim to increase your policy sales by 50 new policies each year. For this example, we'll assume you earn a 20% commission on the annual premium for each policy sold, and the average annual premium per policy is \$1,500.

### Year 1:

- Policies Sold: 50
- Commission (20%):  $\$75,000 \times 0.20 = \mathbf{\$15,000}$

### Year 2:

- Policies Sold: 100 (50 new policies added from the previous year's 50 policies)
- Commission (20%):  $\$150,000 \times 0.20 = \mathbf{\$30,000}$

### Year 3:

- Policies Sold: 150 (50 new policies added from the previous year's 100 policies)
- Commission (20%):  $\$225,000 \times 0.20 = \mathbf{\$45,000}$

**By year 7, you would have 350 policies on the books and annual commissions that would well exceed  $\mathbf{\$100,000}$ .**

As you can see, with consistent growth in policy sales, your annual commission earnings from selling Medicare Supplement Plans will increase significantly over time. This example assumes a linear growth rate of 50 new policies per year, but in reality, growth rates can fluctuate based on various factors such as market conditions, your marketing efforts, and the competition in your area.

# Best Practices to Selling Medicare Supplement Plans

Selling Medicare Supplement Plans requires a thoughtful and ethical approach. Here are some best practices to ensure a successful and professional sales process:

**Education and Training:** Continuously invest in your knowledge about Medicare, the different Supplement Plan options, and the latest updates in the industry. Stay updated with changes in regulations and compliance standards.

**Listen and Understand:** Take the time to listen to your clients' needs and concerns. Understand their unique healthcare requirements to recommend the most suitable plan that meets their needs and budget.

**Transparency and Honesty:** Always be honest and transparent with your clients. Clearly explain the features, benefits, and limitations of each Medicare Supplement Plan without making misleading claims.

**Compliance:** Adhere to all CMS and state regulations while marketing and selling Medicare Supplement Plans. Follow the guidelines for advertising, communication, and record-keeping to stay compliant.

**Build Trust and Credibility:** Focus on building strong relationships with your clients based on trust and credibility. Be reliable and accessible to address any questions or concerns they may have throughout the process.

**Educate Clients:** Many people may not fully understand how Medicare works or the benefits of Supplement Plans. Take the time to educate your clients on the basics of Medicare, the differences between various plans, and how these plans complement Original Medicare.

**Offer Multiple Options:** Present a range of Medicare Supplement Plans to your clients to give them choices. Explain the variations in coverage and costs so they can make an informed decision.

**Cross-Selling Opportunities:** While selling Medicare Supplement Plans, explore potential opportunities for other insurance products that may benefit your clients, such as Dental, prescription drug plans (Part D), or long-term care insurance.

**Provide Excellent Customer Service:** Be responsive to your clients' inquiries and provide ongoing support. Excellent customer service will leave a positive impression and encourage referrals.

**Use Technology Wisely:** Embrace technology to streamline your sales process, such as online enrollment platforms, webinars, or virtual meetings to reach a wider audience effectively.

**Stay Organized:** Keep detailed records of client interactions, transactions, and any signed documents. Being organized helps ensure accuracy and compliance with regulatory requirements.

**Networking:** Engage in networking events, workshops, and community activities to expand your reach and build connections with potential clients and referral partners.

**Focus on Retention:** Selling the plan is only the beginning. Focus on retaining clients by providing ongoing support, assisting with claim issues, and conducting policy reviews as needed.

**Ethical Selling:** Avoid high-pressure sales tactics and respect your clients' decisions. Ethical selling practices will contribute to your long-term success and reputation.

**Professional Development:** Continuously seek opportunities for professional development to improve your sales skills, industry knowledge, and overall effectiveness as a Medicare Supplement Plans sales professional.

By following these best practices, you can build a successful career selling Medicare Supplement Plans while making a positive impact on your clients' lives by helping them secure the healthcare coverage they need.

## Testimonials



*"Thanks to PSM and the resources they provided, I was able to break into the Medicare Supplement market with confidence knowing I had the right plans, support and resources. Great team to work with and I would highly recommend them!" - Sarah O.*

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*"Selling Medicare Supplement plans has not only allowed me to make a great living, but I also get the pleasure of assisting Medicare eligible clients find the coverage they need at a price they can afford. Talk about a win-win scenario. " - Rusty L.*



## Sample Script

As a licensed sales agent, having a well-crafted script can help guide your conversations with potential clients and ensure you cover all essential points. Below is a sample script that you can use as a starting point:

### Introduction:

**Agent:** Hi, [Prospect's Name]. My name is [Your Name], and I'm a licensed Medicare Supplement agent. How are you today?

**Prospect:** I'm doing well, thank you.

**Agent:** That's great to hear! I'm reaching out today because I specialize in helping individuals like you find the best Medicare Supplement Plan to complement your existing Medicare coverage. With your permission, I'd like to ask a few questions to better understand your healthcare needs and explore the options available to you. Is that okay?

**Prospect:** Yes, go ahead.

### Needs Assessment:

**Agent:** Fantastic! Let's start by reviewing your current healthcare situation. Are you already enrolled in Medicare Parts A and B?

**Prospect:** Yes, I have Original Medicare.

**Agent:** Perfect. Now, have you considered the benefits of a Medicare Supplement Plan to help cover the out-of-pocket costs that Original Medicare doesn't fully cover, such as deductibles, copayments, and coinsurance?

**Prospect:** I've heard about them but haven't looked into it much.

**Agent:** No problem. Medicare Supplement Plans, also known as Medigap, can be a valuable addition to your Medicare coverage. They help provide financial peace of mind by paying for those expenses that Original Medicare leaves you responsible for. Plus, with a Supplement Plan, you have the freedom to visit any doctor or specialist who accepts Medicare patients without needing a referral.

### **Plan Options:**

**Agent:** Now, let's explore the different Medicare Supplement Plans available in your area. There are several standardized plans labeled with letters, such as Plan A, Plan F, Plan G, etc.

Each plan offers different levels of coverage. Plan F, for example, is the most comprehensive but will no longer be available for new enrollees starting in 2020. Plan G is becoming a popular choice since it covers nearly everything that Plan F does except for the Part B deductible.

**Prospect:** I see. What about the costs?

### **Costs and Affordability:**

**Agent:** That's an important question. The cost of a Medicare Supplement Plan can vary based on the plan you choose, your location, and the insurance carrier. It's essential to find a plan that fits your budget.

With the right plan, you can potentially save money in the long run by avoiding significant out-of-pocket expenses.

## **Enrollment Process:**

**Agent:** If you decide to move forward with a Medicare Supplement Plan, the enrollment process is straightforward. We'll complete the necessary paperwork together, and I'll assist you with any questions you may have along the way. Once enrolled, your coverage will begin on the effective date of your plan.

## **Closing:**

**Agent:** [Prospect's Name], I'm here to help you make an informed decision about your Medicare coverage. If you have any questions or concerns at any point, feel free to reach out to me. Remember, I work with various reputable insurance carriers, so we can explore options to find the best fit for your needs.

**Prospect:** Thank you for the information. I'll think about it and let you know.

**Agent:** You're welcome! Take your time, and when you're ready, give me a call at [Your Phone Number]. I'm here to assist you whenever you're ready to move forward or if you have any questions in the future. Have a wonderful day!

**Prospect:** You too. Goodbye!

**Agent:** Goodbye, [Prospect's Name]. Talk to you soon!

Remember, this script is a guideline, and your conversations may vary depending on the prospect's specific needs and questions. Tailor the script to your style and approach, and always prioritize the prospect's best interests throughout the sales process.



# Medicare Supplement Plans At A Glance

Medigap Plans A-N										
Medicare Supplement Insurance Plans	A	B	C	D	F <sup>1</sup>	G	K <sup>2</sup>	L <sup>2</sup>	M	N
Basic Benefits*	✓	✓	✓	✓	✓	✓	50%	75%	✓	✓
Part B Coinsurance	✓	✓	✓	✓	✓	✓	50%	75%	✓	Copay <sup>3</sup>
Skilled Nursing			✓	✓	✓	✓	50%	75%	✓	✓
Part A Deductible		✓	✓	✓	✓	✓	50%	75%	50%	✓
Part B Deductible			✓		✓					
Part B Excess					100%	100%				
Foreign Travel Emergency			✓	✓	✓	✓			✓	✓
Preventive Care Part B Coinsurance	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

\*Cross-selling occurs when an opportunity to sell a Medicare plan is also utilized to sell a non-health related product (such as life or home insurance or financial planning services). This activity is prohibited by CMS during individual appointments, marketing/sales events or when providing Medicare plan enrollment materials to consumers. Review the current [Medicare Advantage Marketing Regulations](#) and make sure you're complying with Medicare's rules regarding cross-selling.

## Questions?

Please contact us for assistance.

Call us at 1-800-998-7715 or email us at [info@psmbrokerage.com](mailto:info@psmbrokerage.com).

Hours of operation: 8 a.m.–5 p.m. (CST), Monday–Friday.

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