



Medicare Agents Guide to Selling Annuities



A practical field guide for Medicare agents who want to recognize annuity opportunities, start better client conversations, and grow beyond health sales.

What You Will Learn

- Why Annuity Awareness Matters for Medicare Agents
- The Agent's Role, Identify, Gather, Advance
- Quick Match Guide: MYGA vs. FIA
- 6 Common Client Conversations That May Create an Opportunity
- Discovery Questions Every Agent Should Know
- Objection Handling Framework
- What Agents Should Not Say or Do
- Referral Script for Bringing in an Annuity Specialist
- One-Page Field Summary
- Agent-Use-Only Compliance Notes



Why Annuity Awareness Matters for Medicare Agents

For many Medicare clients, healthcare decisions are closely tied to financial concerns. Conversations about premiums, copays, prescriptions, and retirement budgets often uncover deeper worries about income, market volatility, inflation, or protecting savings.

As a Medicare agent, you are frequently one of the most trusted professionals your clients speak with during retirement. Clients naturally bring up questions like:

- “I’m nervous about the market.”
- “My CD is maturing and rates are dropping.”
- “I don’t know if my income will be enough long-term.”
- “I can’t afford another big market loss.”
- “I have old retirement accounts I haven’t reviewed in years.”

These conversations create an opportunity, not to force an annuity sale, but to recognize when additional planning or a referral conversation may be appropriate.

Understanding basic annuity concepts helps Medicare agents:

- Better identify client concerns
- Create more complete retirement conversations
- Build stronger client relationships
- Generate year-round opportunities beyond AEP
- Position themselves as a trusted long-term resource

The goal is not to become an annuity expert overnight. The goal is to recognize retirement concerns, uncover opportunities, gather the right information, and confidently advance conversations around certainty, protected growth, and retirement income solutions.

The Agent's Role: Identify, Gather, Advance

The Medicare agent's role is simple:

1. Identify the Concern

Listen for financial pain points and retirement concerns during normal conversations.

Common triggers include:

- Fear of market losses
- Low returns on safe money
- Concern about retirement income
- Old IRAs or 401(k)s
- Desire for simplicity and stability
- Inflation concerns
- Need for asset protection

2. Gather Key Information

Your job is not to recommend a product immediately.

Instead, gather:

- Source of funds
- Approximate amount
- Time horizon
- Liquidity needs
- Primary objective
- Risk comfort level
- Existing advisor relationships

3. Advance the Opportunity

Once a potential need is identified, move the conversation forward by gathering information, educating the client, and determining whether an annuity strategy may help address their goals.

Best practice:

Keep the conversation educational and consultative, not product-driven.

Core coaching message:

Do not lead with the annuity. Lead with the client's problem. Then determine whether certainty, protected growth, or future income may become part of the solution.

Quick Match Guide: MYGA vs. FIA

Client Concern	Usually Points Toward MYGA	Usually Points Toward FIA
"I want a guaranteed rate."	Strong fit	Less common
"My CD is maturing."	Common fit	Possible if growth potential matters
"I want simple and safe."	Strong fit	Less common
"I want safety but some growth."	Sometimes	Strong fit
"I'm worried about market losses."	Possible	Often strong fit
"I may need future income."	Conservative holding option	Often stronger fit
"Inflation concerns me."	Sometimes	Often stronger fit
"I don't want all my money at risk."	Possible bucket strategy	Common bucket strategy

MYGA Generally Solves For:

- Certainty
- Fixed rates
- Simplicity
- Principal protection
- Predictable outcomes

FIA Generally Solves For:

- Protected growth potential
- Principal protection
- Future income planning
- Market-loss concerns
- Long-term retirement positioning

6 Common Client Conversations That May Create an Opportunity

1. The CD Replacement Client

What the client is really saying:

“I want safety, but I’m disappointed with bank returns.”

Common Situation

The client has a CD maturing soon and wants to explore alternatives without taking major market risk.

Possible Direction

Usually MYGA first. Sometimes FIA if long-term growth potential matters.

Key Questions

- When does the CD mature?
- What rate are you receiving today?
- Do you need access to the money soon?
- Is safety or growth more important?

2. The Market-Shaken Client

What the client is really saying:

“I’m too close to retirement to lose money again.”

Common Situation

The client experienced market losses and now wants less exposure to volatility.

Possible Direction

Often FIA. Sometimes MYGA if certainty is the primary goal.

Key Questions

- How did you feel during the last market downturn?
- Are you still heavily invested in market-based accounts?
- Has your risk tolerance changed?

3. The Income Gap Client

What the client is really saying:

“I’m worried my income may not last.”

Common Situation

Social Security and existing retirement income may not fully cover future needs.

Possible Direction

Often FIA when future income planning is part of the conversation.

Key Questions

- Is your current income enough?
- Are you more worried about inflation or market losses?
- Will you need additional income later?

4. The Idle IRA or Old 401(k) Client

What the client is really saying:

“I have retirement money sitting somewhere, but I haven’t reviewed it in years.”

Common Situation

Old retirement accounts may be unmanaged, overly aggressive, or disconnected from the client’s current goals.

Possible Direction

MYGA or FIA depending on objectives.

Key Questions

- Do you have old retirement accounts from previous employers?
- Has anyone reviewed these accounts recently?
- Do you know how the funds are currently invested?

5. The Newly Single or Overwhelmed Client

What the client is really saying:

“I don’t want to make a financial mistake.”

Common Situation

The client recently lost a spouse or now handles finances alone.

Possible Direction

Usually MYGA first due to simplicity and certainty.

Key Questions

- What matters most right now: safety, simplicity, or income?
- Are you managing these accounts on your own now?
- Do you want less complexity?

6. The Inflation-Conscious Conservative Client

What the client is really saying:

“I want safety, but I know cash isn’t keeping up.”

Common Situation

The client wants principal protection but understands inflation is eroding purchasing power.

Possible Direction

Often FIA.

Key Questions

- Are you concerned about inflation long-term?
- Is growth potential important if principal remains protected?
- Are low-yield savings frustrating you?

Discovery Questions Every Agent Should Know

These questions help uncover client concerns without sounding overly sales-focused.

Core Discovery Questions

- Where is this money currently sitting?
- What is it doing for you today?
- When was the last time someone reviewed it with you?
- What do you want this money to accomplish?
- Is protecting principal more important than pursuing higher returns?
- How would you feel if this account dropped significantly in value?
- Will you need income from these assets now or later?
- Do you need ongoing access to these funds?
- What concerns you most about your current financial position?
- Have rising healthcare costs changed how you think about retirement?



Objection Handling Framework

When clients push back, avoid becoming defensive or overly product-focused.

Step 1: Agree With the Concern

“That’s a fair concern.”

Step 2: Clarify the Real Issue

“Is your biggest concern access, safety, complexity, or making the wrong decision?”

Step 3: Reframe the Conversation

“The goal isn’t to force a product. The goal is to determine whether there may be a strategy that addresses your concern better than what you currently have.”

Important Reminder

Stay consultative, educational, and client-focused.

What Agents Should Not Say or Do

Do Not:

- Recommend a specific annuity without proper fact-finding
- Promise returns or guarantees that are not approved by the carrier
- Compare annuities using exaggerated claims
- Ignore liquidity needs or surrender schedules
- Suggest moving all assets into one solution
- Pressure clients into making immediate decisions
- Misrepresent risk, fees, or product limitations
- Speak negatively about another advisor
- Position annuities as “better than the market”
- Oversimplify suitability considerations

Always position the conversation as a review of potential options based on the client’s goals and concerns.

Opportunity Advancement Conversation Framework



Opening the Conversation

“Based on what you shared, it sounds like we should spend a little more time looking at this. There may be strategies available that could help address concerns around safety, growth, or retirement income.”



Building the Opportunity

“Before we look at options, I’d like to understand more about these assets, what they’re doing today, and what you want them to accomplish moving forward.”



Advancing the Case

“Once we gather everything, we can review potential strategies together and determine whether solutions built around certainty, protected growth, or future income make sense for your goals.”



Low-Pressure Close

“Today is simply about understanding your situation and exploring possibilities. If there is an opportunity to improve your current position, we’ll review it together and decide what makes sense.”

One-Page Field Summary

Most Common Opportunity Conversations

1. CD replacements
2. Market-loss concerns
3. Retirement income gaps
4. Old IRA or 401(k) reviews
5. Newly single clients
6. Inflation concerns
7. Asset segmentation discussions

Core Agent Role

- Identify the concern
- Gather information
- Advance appropriately

Remember

- MYGA generally solves for certainty and simplicity
- FIA generally solves for protected growth potential and future income positioning
- The client problem matters more than the product

Most Important Coaching Point

Do not lead with the annuity.
Lead with the client's concern.



Ready to Create More Opportunities Inside Your Medicare Book?

The retirement conversations are already happening.

Clients are talking about market risk, income concerns, inflation, CDs, and retirement assets every day. Learning to recognize these opportunities can help you serve clients more completely while creating additional business opportunities year-round.

PSM Brokerage provides agents with annuity support, case design assistance, training resources, and growth strategies to help turn conversations into production.

Talk with the PSM team to learn how annuities can become part of your growth strategy.

Agent-Use-Only Compliance Notes

Important Guidelines

This material is intended for agent training and educational purposes only. Product recommendations, suitability reviews, illustrations, and specific annuity discussions should be handled through the appropriate licensed and carrier-approved process.

Best Practice Reminder

The purpose of these conversations is to identify potential client concerns and determine whether a more detailed review may be appropriate, not to pressure clients into financial decisions.