



Medicare Lead Qualifier Script



Building rapport and providing valuable information are essential for a successful lead qualifying process.

For Agent Use Only.

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Creating a successful Medicare lead qualifier script requires a balance between being informative, respectful, and efficient. The goal is to identify potential customers who are interested in Medicare services and weed out those who may not be a good fit.

Below is a sample script to help you get started:

[Opening] Agent: Hi, this is [Your Name] from [Your Company]. How are you today?

[Build Rapport] Agent: I'm reaching out to discuss Medicare options that could potentially benefit you. Do you currently have Medicare coverage?

[Qualify Interest] If Yes: Agent: Great! I'd love to learn more about your current coverage and discuss any additional options available to you. Could you tell me which parts of Medicare you currently have (e.g., Part A, Part B, Part D, Medicare Advantage)?

If No: Agent: That's alright. Medicare can be complex, but I'm here to help clarify things for you. Are you aware of the different parts of Medicare and how they work?

[Dig Deeper] Agent: May I ask what specific concerns or needs you have regarding your Medicare coverage? Understanding your situation better will enable me to provide you with the most relevant information.

[Pitch Benefits] Agent: Based on what you've shared, I believe I have some valuable Medicare options that could suit your needs. For example, **[mention a key benefit of your Medicare offering]**. Our clients find this particularly helpful because [explain how it addresses their concerns/needs].

Continued

[Confirm Interest] Agent: Given the benefits I've just mentioned, does this sound like something you'd be interested in exploring further?

[Overcome Objections] Agent: I understand that considering a new Medicare plan can be a big decision. If you have any concerns or doubts, please feel free to share them with me, and I'll do my best to address them.

[Schedule Next Steps] Agent: If you're interested, we can schedule a follow-up call or meeting at your convenience to discuss the details further. How does that sound to you?

[Closing] Agent: Thank you for taking the time to speak with me today. Whether you decide to move forward or not, I'm here to assist you with any Medicare-related questions you may have. Have a wonderful day!

Remember, tailor the script to your target audience and be open to adapting it based on the prospect's responses. Building rapport and providing valuable information are essential for a successful lead qualifying process.

CHECK LIST



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- Determine current Medicare coverage
- Identify specific needs
- Explain benefits of your offering
- Address objections
- Offer educational resources
- Schedule follow-up discussions
- Provide exceptional customer service
- Comply with regulations
- Maintain accurate records
- Stay updated on changes