

What Tomorrows Medicare Agent Will Look Like

Innovation and Technology

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Innovate

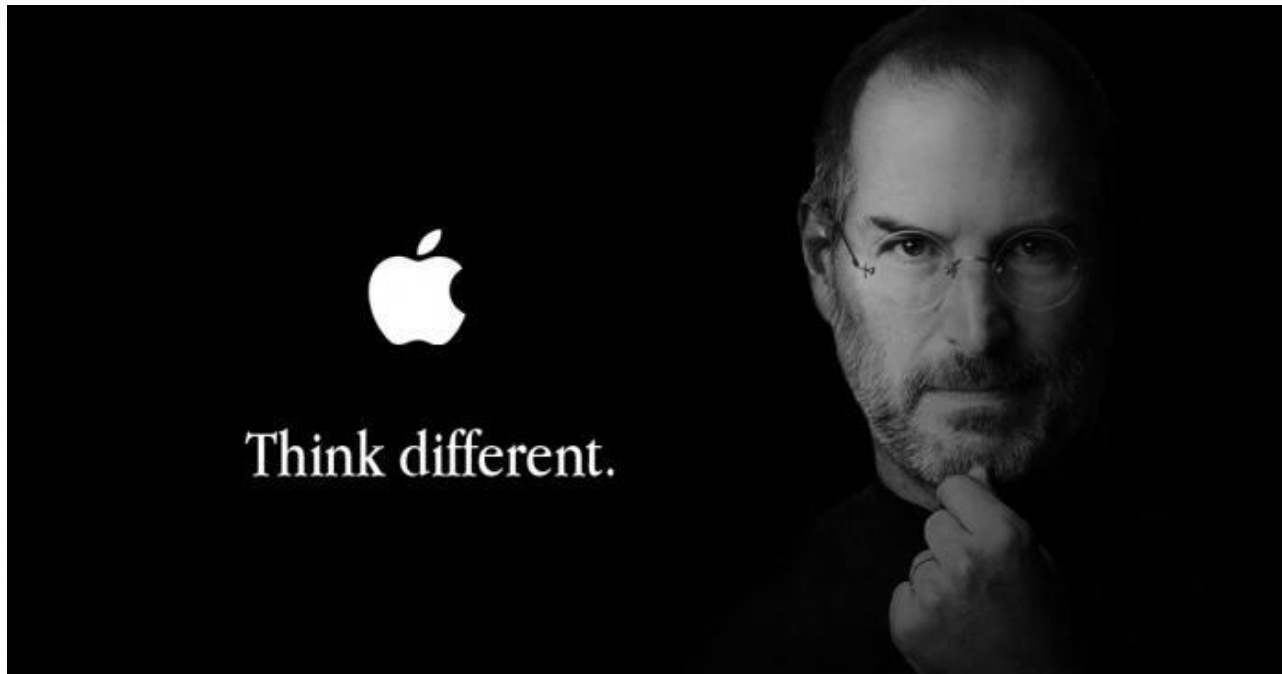
Definition:

- Make changes in something established, especially by introducing new methods, ideas, or products.



“Think Different”...

And reinvent your company, products or services



The innovation secrets of Steve Jobs – **7 principles** that are largely responsible for his breakthrough success.



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7-Insanely different principles for breakthrough success

1. Do what you Love
2. Put a dent in the universe
3. Kick start your brain
4. Sell dreams, not products
5. Say no to 1,000 things
6. Create insanely great experiences
7. Master the message



Think differently about... The way you think



FOUR SEASONS
HOTELS AND RESORTS



Look outside your industry for inspiration



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*If I'd have ask my customers what they wanted,
they would have told me "A faster horse."*

-Henry Ford



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Consumer demand pushed innovation



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Look outside of our industry

hotwire™



 Expedia®



 ORBITZ®



 tripadvisor®



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How do we sell Medicare Supplements today?



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How could we sell Medicare Supplements in the future?



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Lets think differently to enrich the experience for our clients

Title:

What tomorrow's Medicare Agent will look like.

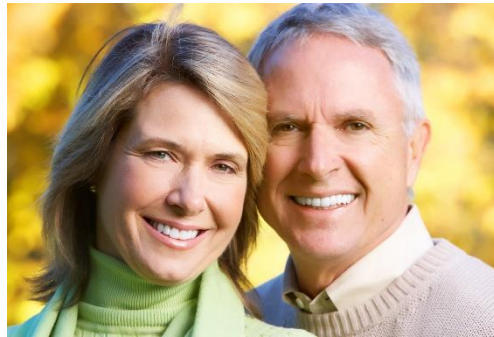


Buyer



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Tomorrow's Medicare Clients



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What is our delivery system today vs. tomorrow?

NETFLIX

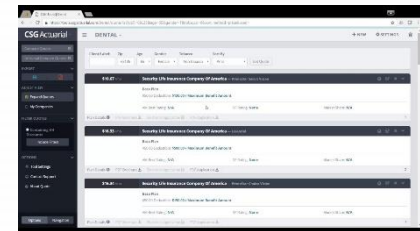


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Technology Overload



Overwhelmed?



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What if you could simplify this process?

- Bring all of these tools into one easy to use platform?
- Example: medicaresalespro.com
- You are being judged to a large degree on your ability and how you communicate what you do.



Think Different!

Innovate - have a bold vision!

***What vision do you have for your career
or company?***



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About IAD:

- National FMO Based out of Novi, MI
- Sales team has over 100 years of combined Experience in Senior Market health and life products
- Developed one of the nations largest national captive agencies and brokerage distribution models
- An FMO designed to meet all of your sales needs
 - 7 pillars of your Success!



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The 7 Pillars of your Success!



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Products & Carriers

One Stop Shopping



Insurance
Advisors
Direct

Your expert Source for Senior
Market Health & Life products!
800-381-0977

Simplifying your success!

<p>Medicare Supplements</p> <p>Aetna/American Continental Aetna/Continental Life Bankers Fidelity CIGNA CSI-Central State Indemnity Equitable GPM IAC Manhattan Life McLaren Medico Mutual of Omaha National General Pekin Pan American Polish Falcons Priority Health Renaissance Transamerica United American UnitedHealthcare</p> <p>Prescription Drug Plans</p> <p>Aetna Coventry Envision Rx Plus (Rite Aid) Humana Seniors Choice-MBA SilverScript UnitedHealthcare</p>	<p>Medicare Advantage</p> <p>Aetna Altoveit Clear Spring Health Coventry Humana Priority Health Meridian UnitedHealthcare</p> <p>Group Retiree Medical</p> <p>Seniors Choice-MBA UK-United American UnitedHealthcare</p> <p>Limited Medical</p> <p>FlexNet Manhattan Life IHC Philadelphia American</p> <p>Annuities</p> <p>Equitrust Forethought/Global Atlantic F&G Great American Voya (ING) North American Oxford Phoenix</p>	<p>Final Expense</p> <p>Aetna/American Continental Assurity Equitable Oxford Pekin Settlers Life Transamerica United American United of Omaha Washington National</p> <p>Life-Term, Universal, Indexed Universal</p> <p>Assurity Minnesota Life North American Pekin Philadelphia American Transamerica</p>	
<p>Short Term Care</p> <p>Aetna/Continental Life Bankers Fidelity Equitable GTL Medico National General Philadelphia American United American Washington National</p> <p>Long Term Care</p> <p>Mutual of Omaha</p> <p>Disability Income</p> <p>Assurity National General Philadelphia American Washington National</p>	<p>Cancer</p> <p>Aetna/Continental Life Assurity Equitable GTL Medico Philadelphia American United American Washington National</p> <p>Critical Illness</p> <p>Assurity GTL National General Philadelphia American Washington National</p>	<p>Hospital Indemnity</p> <p>Aetna/American Continental Equitable GTL LifeSecure Medico National General Philadelphia American United American Washington National</p> <p>Accidental</p> <p>GTL LifeSecure National General Philadelphia American Washington National</p>	<p>Dental</p> <p>Central United Life Dencap Medico Multiflex-Nationwide National General Philadelphia American</p> <p>Worksite/Group</p> <p>Cokorial Life LifeSecure National General Reliance Standard Transamerica Washington National</p>

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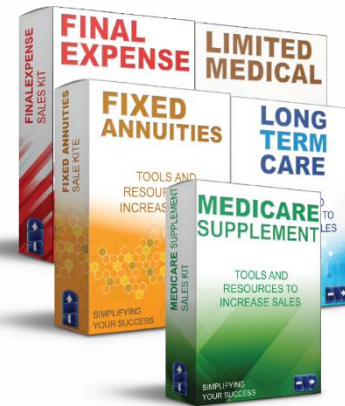
- Medicare Supplement
- Medicare Advantage
- Group Retiree Medical
- Prescription Drug Plans
- Final Expense
- Critical Illness
- Accident
- Long Term Care
- Short Term Care
- Annuities
- Life – Term, UL, IUL, SPWL
- Hospital Indemnity
- Dental
- Cancer
- Disability
- Limited Medical
- Worksite/Group



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Sales Tools

- Basic to advanced sales workshops: **Live meetings and webinars**
- Turn Key Selling System with Full Product Presentation:
 - Medicare Supplement
 - Long-Term Care
 - Final Expense
 - Annuities
 - Limited Medical



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Marketing Services

- Business Card and Logo Assistance
- Customized Marketing Materials
- Website Creation
- Social Media Tips
- Pre-approach Letters
- Over-sized Postcards
- Newsletters
- Door Hangers
- Seminar Invitations



And much more!



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Training & Education

- Product and Sales Training – Live Workshops and Webinars – Basic to Advanced
- One on one Coaching
- Case Design Consultations
- Insurance Advisors Sales Summit
- Monthly Sales Workshops
- Comprehensive Product Comparisons
- Sales Academy – Next level training
- Cross Selling Techniques
- Top 12 Sales ideas for each new year

Become A Medicare Superstar Today!

Live Sales Training Event

March 23rd, 9am - 12:00pm

Let expert trainers show you how to present Medicare Supplements!

New Format!

- Medicare Supplement
- Medicare Advantage
- Group Medicare
- Package Selling

Made Easy

Attendees will Receive:

- Medicare Supplement Sales presentation
- 2018 part A & B benefits charts
- Guide: Medicare Supplement vs. Medicare Advantage
- 2018 Medicare Supplement Rate Comparison
- IAD's Medicare quoting tool
- Guide: Package Sell like a pro

Get Your 2018 Updated

REGISTER NOW!

Looking to grow your Medicare Supplement or Medicare Advantage sales?

Space is Limited Reservations Only
Contact us for more information

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SALES SUMMIT 2018

Register: **Click Here**
or Call 800.381.0977 Press 1

Attending more Medicare Clients Group and Individual Solutions

April 4th
Grand Rapids, Michigan
10000 Corporate Center
2535 E. Seltzer Ave SE
Grand Rapids, MI 49508
(616) 711-9910

April 5th
Tray, Michigan
Tray Community Center
3175 Livingston Rd
Tray, MI 48065
248-253-0191

Registration: 8:30 am Meeting Start: 9:00 am - 12 pm

Top 12 Sales Ideas for 2018

- New Products
- Better Selling Techniques
- Package Selling like a Pro... and Much More

Introducing: MedicareSalesPro

- New Sales Tool for 2018
- Increase your Medicare Sales
- Attract More Clients

Learn More Click Here!

Next Generation Health Insurance

- Understand the Future of Health Insurance Sales
- Discover New Products to Fill Your Clients Needs
- Increase Your Sales and Grow Your Commissions

Life and Annuity Sale Tools

Do You Start Life and Annuity Conversation?

Use this Simple Technique to begin increase Your Life and Annuity Sales

Click Here to Register

SALES & MARKETING SUCCESS SYSTEMS

VISION → GOAL → PLAN → ACTION → SUCCESS

SIMPLIFYING YOUR SUCCESS

- Medicare Supplement
- Long Term Care
- Limited Medical
- Final Expenses
- Freed Annuities

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Lead Generation

- Seminar mailers
- Carrier Sponsored lead programs
- Discounted direct mail leads
- Appointment setting
- Web generated leads
- Live transfer leads
- No cost lead management system
- **Lead & Marketing co-op program fully customizable by agent/agency, and product line.**



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Administrative Services

- Advisor Service Center
- Contracting Services
- In-house quoting Services
- New business underwriting and processing center
- Supply ordering and fulfillment center
- Lead ordering assistance



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Technology



1-856-845-9020



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Welcome to the Insurance Advisors Direct Sales Community!



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IAD Medicare Sales Pro



The screenshot shows the MedicareSalesPro website. At the top right, there is a navigation menu with links for Home, Sign Up, About Us, Support, and Contact. The main header features the MedicareSalesPro logo and a large banner image of a hand holding a white cross with a yellow center. The banner text reads: "Introducing MedicareSalesPro, a Customized Web Solution for Medicare Sales Professionals". Below the banner, the main heading asks "Are you a MedicareSalesPro?" followed by "Would you like to ...". A list of six bullet points describes the benefits of the service. At the bottom, a dark grey button contains the text "Get started today! Call: 800.381.0977".

Home Sign Up About Us Support Contact

MedicareSalesPro

Introducing **MedicareSalesPro**,
a Customized Web Solution for Medicare Sales Professionals

Are you a MedicareSalesPro?
Would you like to ...

- Increase your Med Supp sales?
- Increase your online presence as an expert?
- Generate more leads and referrals?
- Improve your closing ratio?
- Give your clients and prospects up to date Medicare information and rates?
- Grow your virtual sales?
- Make quoting and selling Med Supp easier?
- Give your prospects the comfort that they are working with a MedicareSalesPro?

Get started today! Call: 800.381.0977



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Medicare Sale Pro Website

Would you like to...

- Increase your Med Supp sales?
- Increase your online presence as an expert?
- Generate more leads and referrals?
- Improve your closing ratio?
- Give your clients and prospects up to date Medicare information and rates?
- Grow your virtual sales?
- Make quoting and selling Med Supp easier?
- Give your prospects the comfort that they are working with a MedicareSalesPro?

Sell like a pro...
Get **MedicareSalesPro** today!

Easy start monthly packages

Combines a state-of-the art on-line shopping experience with the latest technology for connecting you with prospects

The screenshot shows the MedicareSalesPro website for John Smyth Medicare. The URL is www.johnsmythretireehealthdecisions.com. The navigation menu includes HOME, MEDICARE BASICS, FIND MY PLAN, ENROLLMENT, and RESOURCES. The main content area is titled "Medicare Supplement insurance plans for Michigan residents" and displays four plan options: Cigna Plan F High Deductible, TRANSAMERICA Plan F High Deductible, and PEKIN Plan F High Deductible. A "Next" button is visible. At the bottom, there are icons for "Request a Callback" and "How-To Video".

Customized

Comprehensive Medicare knowledge base and FAQs

Designed for Mobile & Desktop

Estimates total out-of-pocket costs

U.S.-based tech support

High value tech connects you with prospects

How-To Video

MedicareSalesPro



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The screenshot displays the homepage of YourMedicareSource.com. At the top, the logo 'YMS YourMedicareSource™' is on the left, with the phone number 'Call 800.381.0977' and an 'EXPRESS QUOTE' button to its right. A navigation bar below the logo contains links for 'HOME', 'MEDICARE BASICS', 'FIND MY PLAN', 'ENROLLMENT', and 'RESOURCES'. The main heading reads 'Medicare Supplement insurance plans for Michigan residents'. The central content area features a form titled 'Compare your Medicare Supplement plan options easily.' with a subtext: 'Provide us with your basic information and we will show you which plans are right for you (and your budget).' The form includes fields for 'Birthday' (MM, DD, YYYY), 'ZIP', and 'County'. Below these are radio buttons for 'Gender' (Male, Female) and 'Tobacco Use' (Yes, No). Two buttons, 'EXPRESS QUOTE' and 'FIND MY PLAN', are positioned at the bottom of the form. To the right of the form is a photograph of a smiling couple. At the bottom of the page, there is a video player with the text 'Here's how YourMedicareSource™ Works' and a chat bubble that says 'Would you like a callback in 30 seconds?'.

Sample Site

yourmedicaresource.com



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Your #1 Source for your Senior Market Health and life needs

