

ABCs of AEP: Prospecting 101

Understanding Leads, Prospects and How to Succeed



The Annual Enrollment Period (AEP) runs from October 15 – December 7th each year. This is one of the best times to grow your business — but you need to be ready well before October! Get started by understanding prospecting and how it can set you up for a successful selling season.

What Is Prospecting?



Prospecting is the process of identifying leads, qualifying them into prospects, and developing the relationship in the direction of conversion to a client.



Each of these steps takes time, so you can see how crucial this is to have your prospecting strategy and actions well underway before AEP!

Leads, Prospects and Clients

A **lead** is a potential client who has expressed interest in your business or the services you offer through a behavior. These may include: visiting your website, requesting a quote, following you on social media, filling out a form and more.

Leads become prospects if they are qualified, meaning they align with your target audience and are more likely to become a client. For example, anyone could sign up for more information from your website, but if you only sell Medicare products, the lead would not be a prospect unless they are eligible for Medicare.

With leads and prospects, you have the same end goal: turning them into clients by connecting them with the insurance products that fit their needs — even beyond Medicare — and becoming a trusted advisor for any insurance questions.

Lead Building

LeadCENTER offers custom marketing campaigns to reach consumers directly in the area you choose.

Lead**||**CENTER



Prioritizing and Qualifying Prospects

Prioritizing Prospects

Ask these questions to determine which prospects may have a higher potential to convert:

- Does this prospect match my target customer persona?
- Will this prospect be making the product decision?
- Do you have a mutual interest or mutual connection?
- Is there possibility to interact at events or deliver social content?



Target Customer Persona

Before you get started, make sure you've created a profile of your target customer. This will guide you as you prioritize and qualify prospects.



Prospect Outreach — Emails and Phone Calls

With your prioritized prospect list, it's time to start communicating.

Email tips and guidelines:

- Make sure to include an opt-out link and the TPMO disclaimer
- Always personalize the email
- Stay relevant and up to date
- HELP them, don't sell them
- Casual and friendly is always the way to go

For email content, here are some basic structure ideas you can leverage:

- Use a subject line that's engaging and truthful — not misleading
- Create a personalized opening line that includes your personal connection (if applicable)
- Keep the email short, with a description of how you can help solve issues they may have
- Close the email with a specific call to action, such as a suggested time to connect
- Remind them that you are a resource who is willing to help



Prioritizing and Qualifying Prospects: Emails and Phone Calls (cont'd)

Phone Calls

Making a call to a prospect can be a great way to create a personal connection. Here's a simple structure to use when you call a prospect:

- Use common interests or affinity groups to establish camaraderie
- Ask about their current concerns and really listen!
- Wrap up the call efficiently — their schedule matters, too
- Set a time for a follow-up meeting where you can help with solutions to their needs



Phone tips and guidelines:

- Only call those who have opted in to phone communications
- If discussing Health plans, make sure you have a completed SOA and follow the 48-hour rule
- Make sure your sales calls are recorded, per CMS rules
- Write out a simple script that includes asking to speak with the prospect by name and your introduction as a licensed insurance agent
- Be ready to ask needs assessment questions to understand their situation and prepare a follow-up appointment
- Let the prospect know which information they should bring to their appointment: doctors, pharmacies, prescriptions, health plan concerns
- If they cannot talk now, ask them when you could schedule another call



Integrity Technology

With automatic Call Recording, you can increase your compliance, while reducing the need to take notes while talking with your prospects or clients. And with Ask Integrity, you can get a call summary anytime from within the platform!

Conclusion: Prospecting and Your Business

As you continue to refine your leads, qualify prospects and work toward building client relationships, you'll find what works best for your business. Spending time on prospecting — especially getting to know the full scope of clients' needs — is essential to growing your thriving business.



Compliance

As a new agent, it's vital that you understand the importance of compliance in your interactions with leads, prospects and clients. Failing to comply could result in serious financial penalties and loss of your agent license. Ask your FMO for resources on compliance and stay aware.