

# How to Become a 6-Figure Senior Market Advisor

*“As you serve, you deserve”.*

Brandon Clay  
CEO – Brandon Clay Enterprises



# Get Better. Increase Your Sales!



STORYTELLER



STRATEGIST

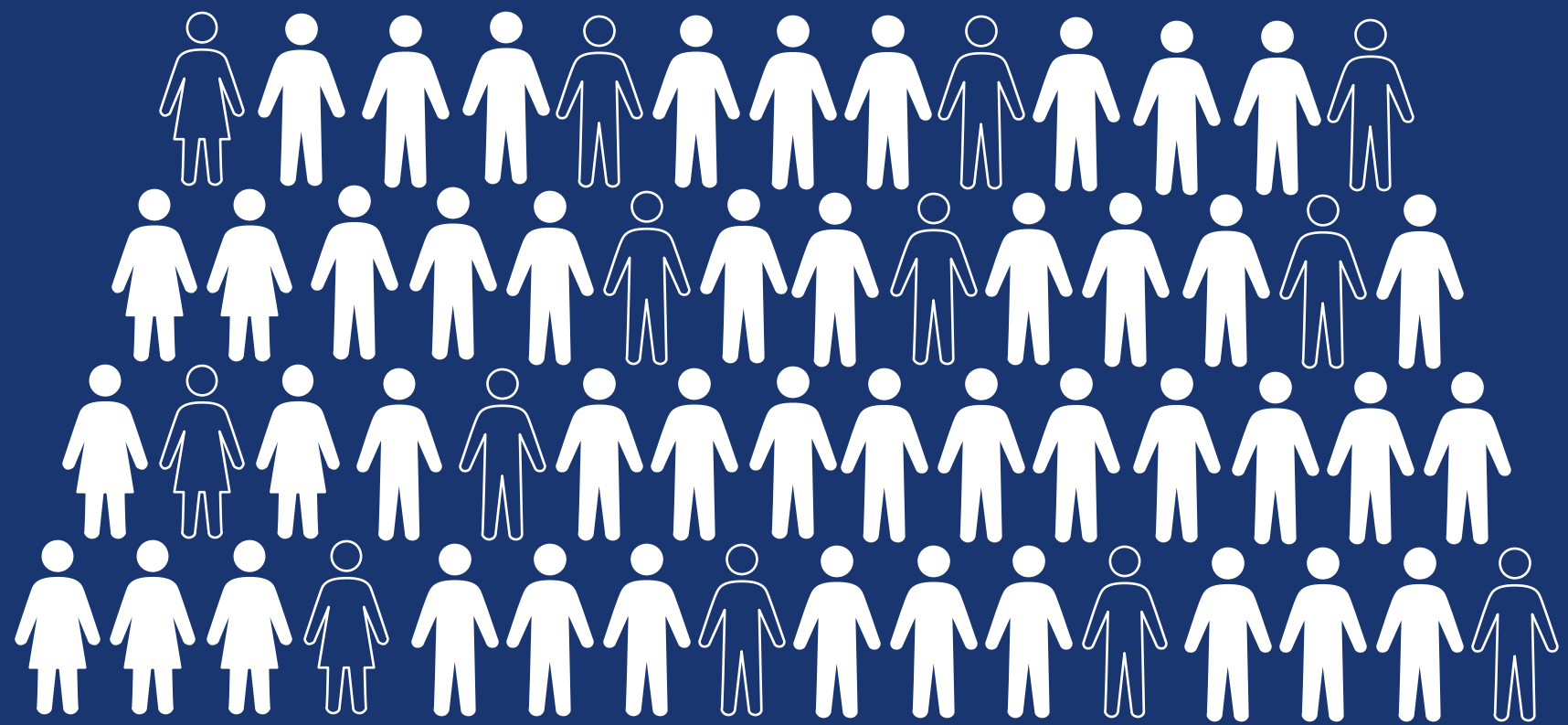


COACH

WHO IS IN THE ROOM?  
**LAW OF AVERAGES**

—  
WHO WILL SUCCEED?

80/20 Principle



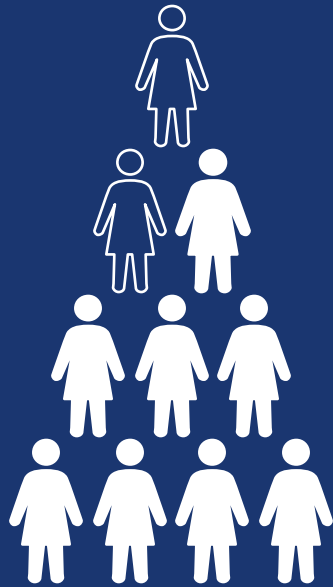
WHO IS IN THE ROOM?

# YEARS IN THE BUSINESS?

## New to 1 year

### EFFORT PHASE

This is a new career and you are learning while earning.



## 2 to 3 Years

### SKILL PHASE

You have built a foundation of knowledge and can help most people with solutions.



## 3 YEARS +

### MASTERY

You have built a practice built on providing holistic solutions with multiple products.

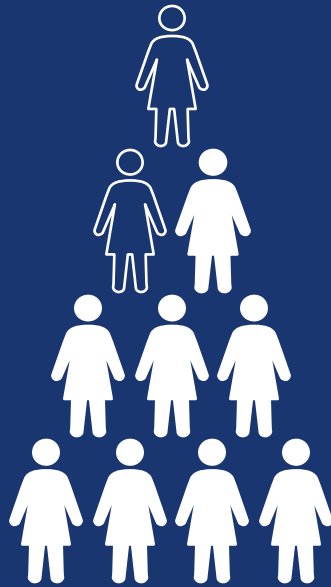


WHO IS IN THE ROOM?  
**WHAT DO YOU EARN?**

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**Not Enough**  
**EFFORT PHASE**

Pay your dues and stay focused on continual growth and improvement



**Just Enough**  
**SKILL PHASE**

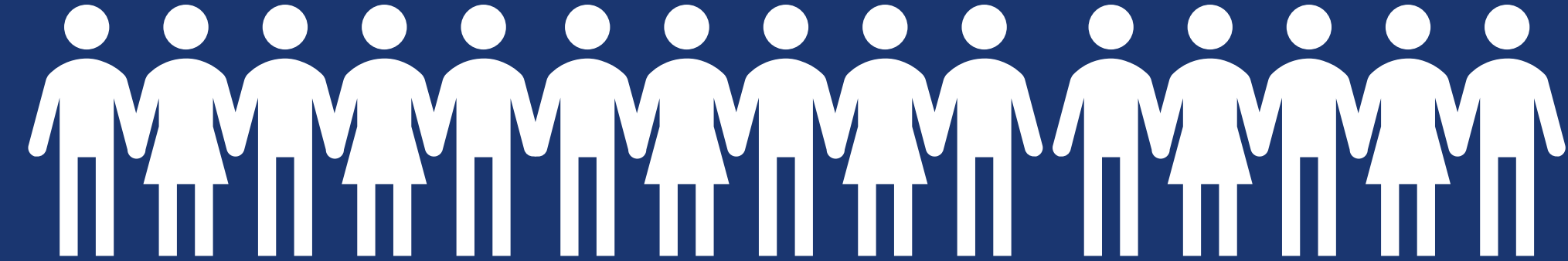
Continued self-development and discipline determine how fast you progress



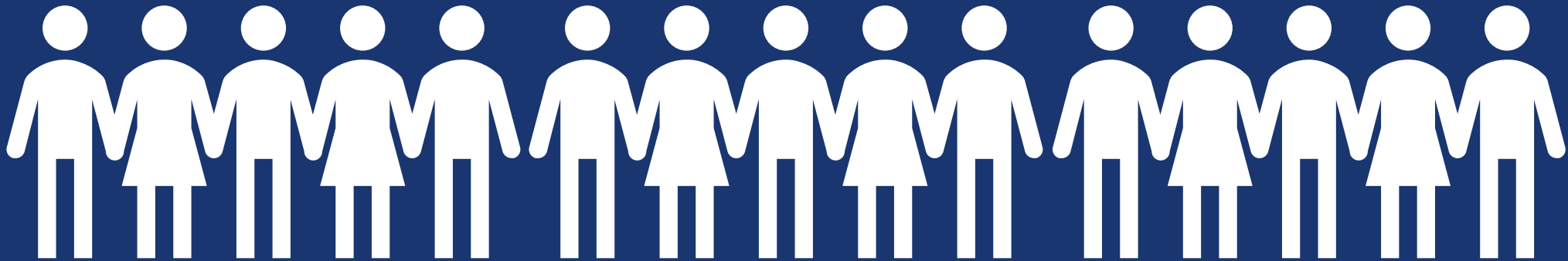
**More Than Enough**  
**MASTERY**

This is the reward of focus and staying committed to service.





**Please Stand if**  
you have ever earned 6-figures





**Please Remain Standing if**  
your renewal income is 6-figures




My goal is to help advisors serve their clients at a higher level and build a successful career!

*As you serve, you deserve.*



# 3 Components of 6-Figure Service

**1**



**MINDSET**

What you believe is possible, your talents and your commitment to using them.

**2**



**SKILLSET**

Learning the fundamentals and continuous self-development toward mastery.

**3**



**TOOLSET**

Leveraging technology, products & best-in-class business development strategies.

# Mindset

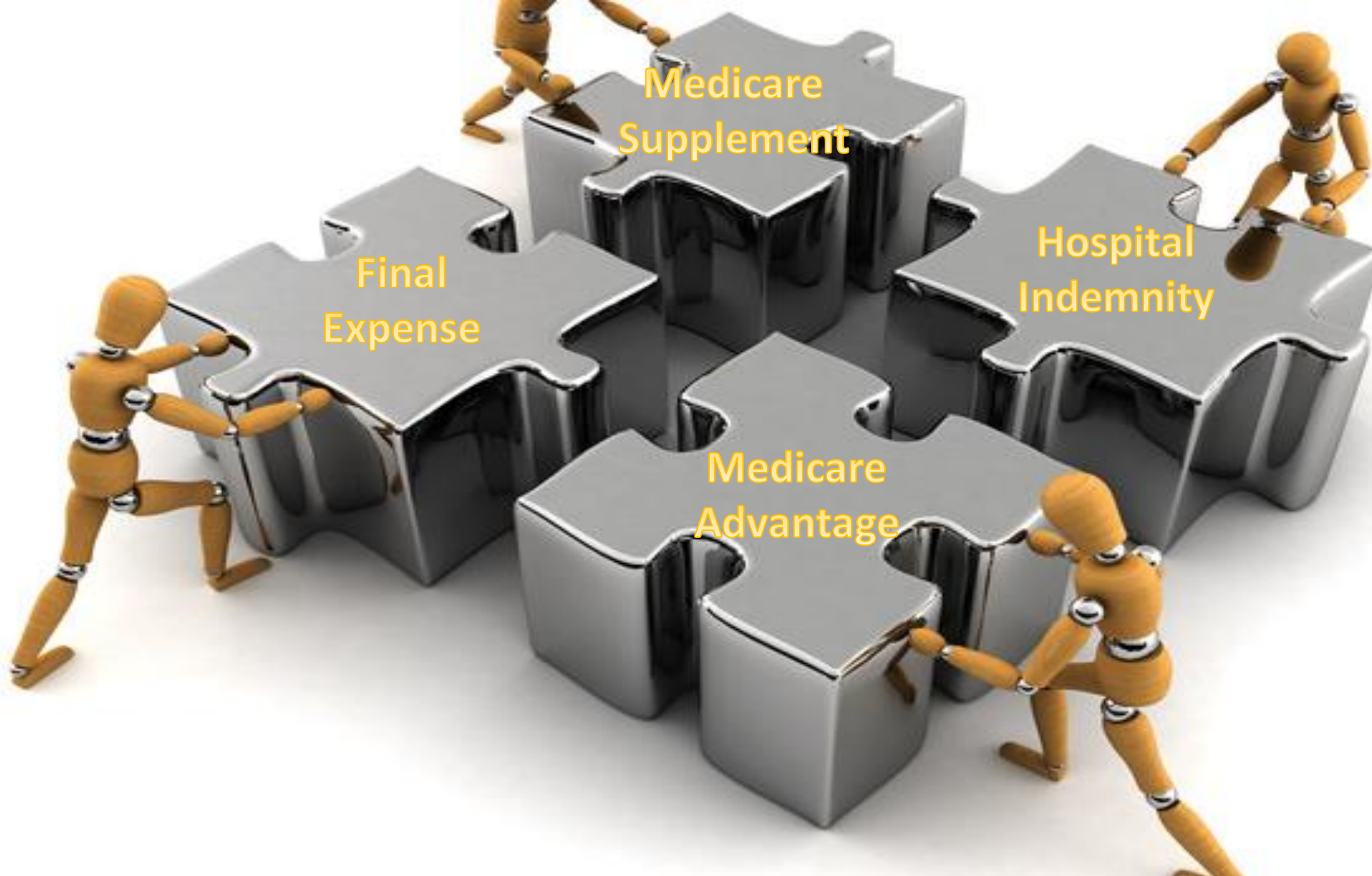
- Gifts
  - What you do better than most and love to do it
- Goals
  - What you want in return for using your gifts
- Grit
  - Creating habits and systems that sustain you through good times...and bad

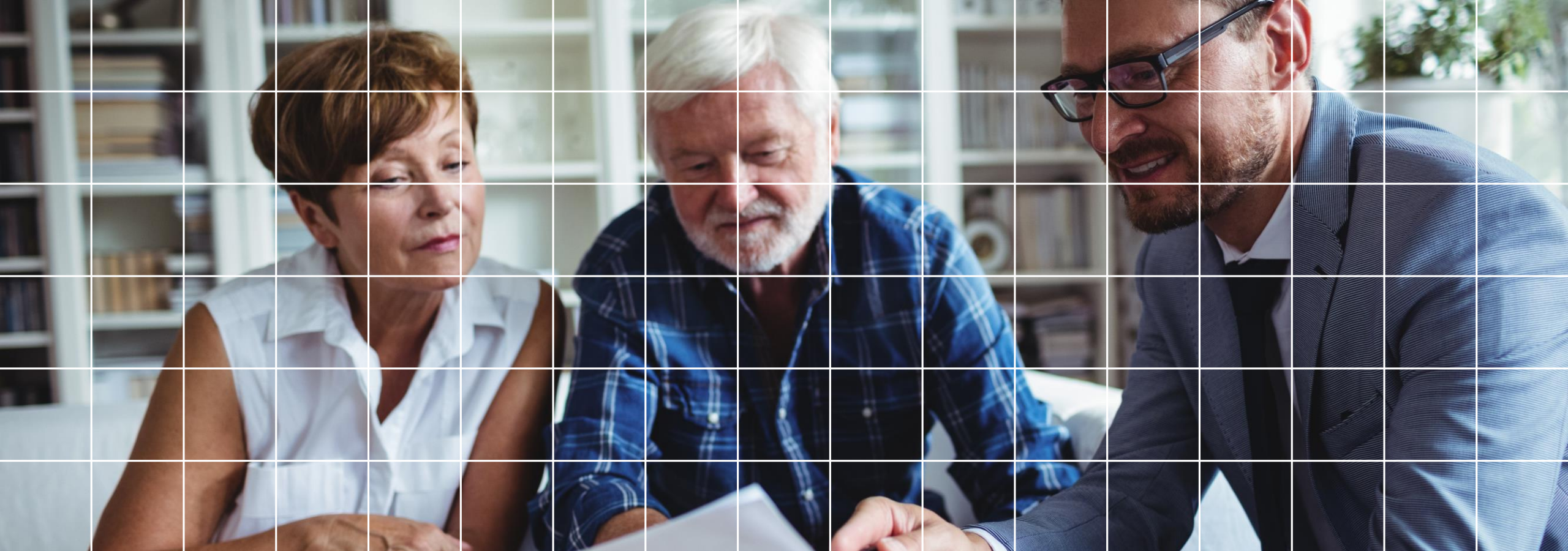
# Skillset

- Obtaining knowledge to serve more people
- Having experiences that push through the 4 stages of competence
  - Effort Phase
  - Skill Phase
- Moving from order-taker to advisor/advocate
- Continuous Self-Development

# Toolset

- Products that provide holistic solutions
- Technology for a more efficient and scalable practice
- Business development
- Administrative systems to remove important, but non-revenue generating, activities





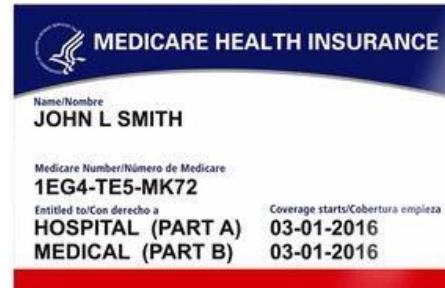
SOLVE THE HEALTH QUESTION

# SELL MEDICARE PRODUCTS

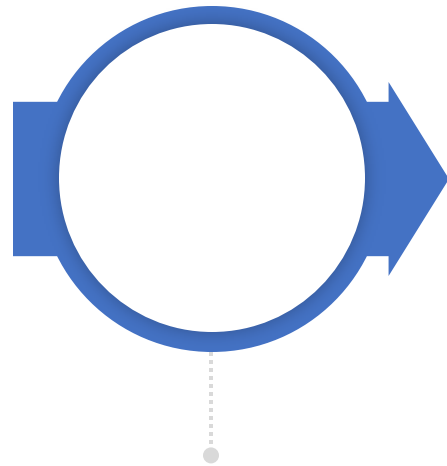
At retirement, many beneficiaries are losing comprehensive coverage and do not understand the unpredictability and variability of the costs of Medicare.

They are flooded with mail, phone calls and other solicitations providing one-product answers when they need more comprehensive solutions to meet their needs.

# Traditional FFS Medicare

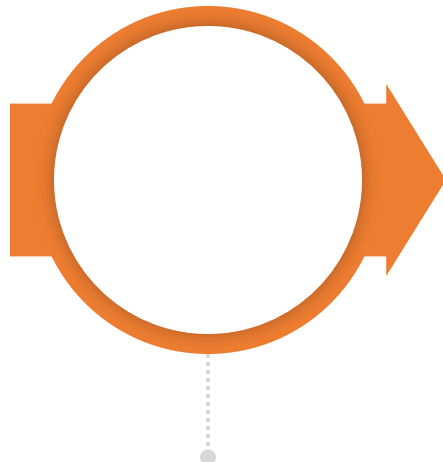


Part B  
Premium  
\$164.90 monthly



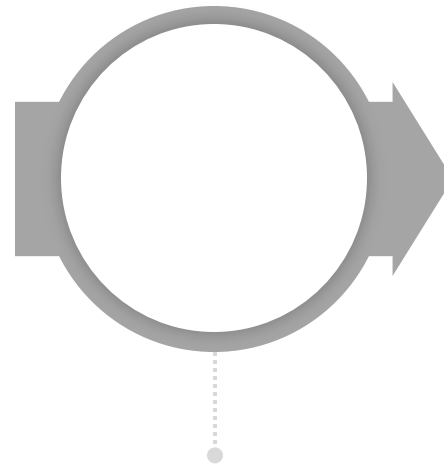
Part A  
Deductible

\$1,600 per benefit period



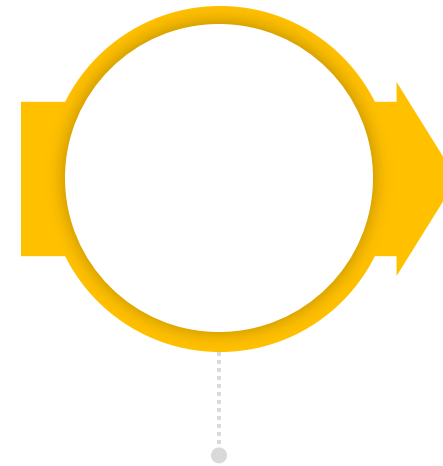
Part B  
Deductible

\$226 annually



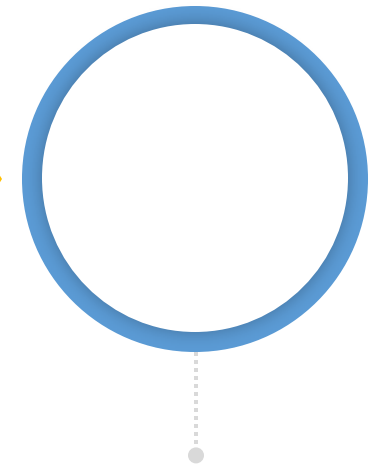
Part B  
Coinsurance

20%



Part D  
Premium

Varies

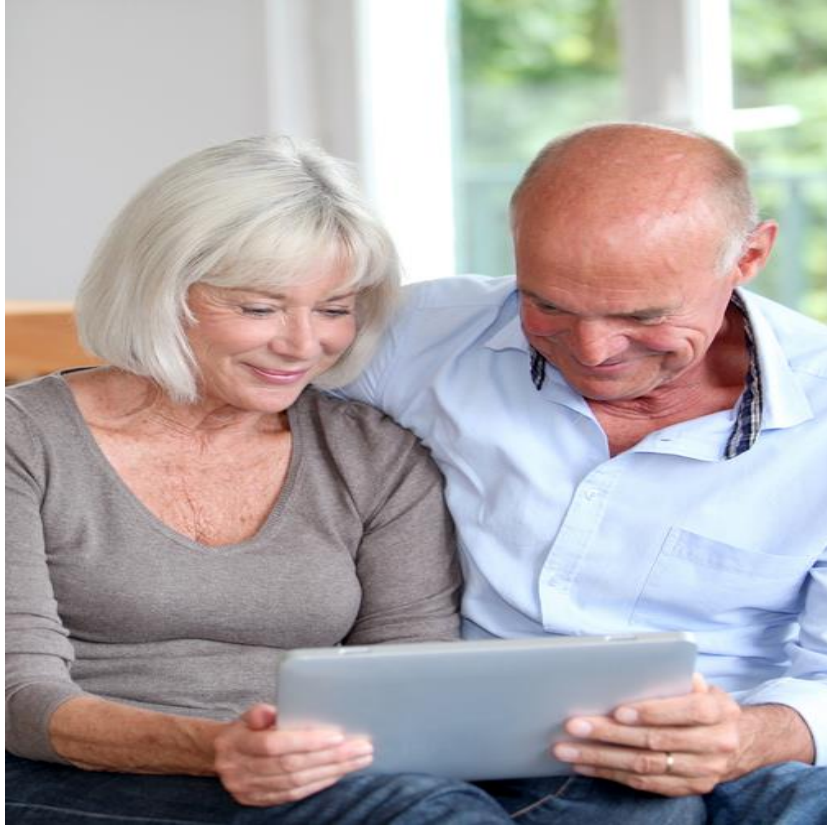


Part D  
Costs

Deductibles, co-pays  
and coverage gap



**Medicare Supplement**



**Medicare Advantage**

**Option**  
**Medicare Advantage**

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<b>Plan G &amp; PDP</b>	
<b>Monthly Premium</b>	
	<b>\$325</b>
<b>Annual Premium</b>	
	<b>\$3,900</b>

Option  
**Medicare Advantage**

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PPO Plan	
Monthly Premium	
	\$0
Annual Premium	
	\$0

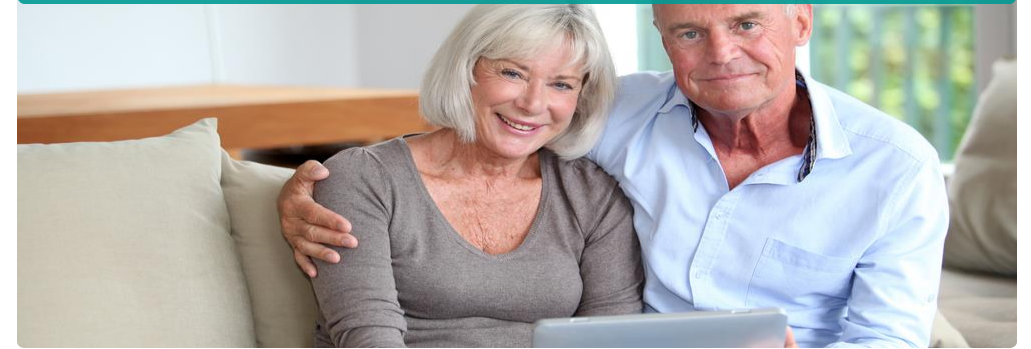


## Medicare Supplement



Benefit	Cost Sharing after \$226 Deductible
Doctors	\$0
Hospital	\$0
Ambulance	\$0
Surgeries	\$0
Radiation Treatments	\$0
Maximum Out of Pocket	\$0

## Medicare Advantage



Benefit	Cost Sharing
Doctors	\$10 or \$45
Hospital	\$285 day 1-7
Ambulance	\$200
Surgeries	\$275
Radiation Treatments	20%
Maximum Out of Pocket	\$10,000

Annual Cost - \$3,900



Annual Difference - \$3,900

Medicare Supplement

Annual Cost - \$0



Medicare Advantage

Annual Cost - \$3,900



Who looks smarter?

Medicare Supplement

Annual Cost - \$0



Medicare Advantage

Annual Cost - \$3,900



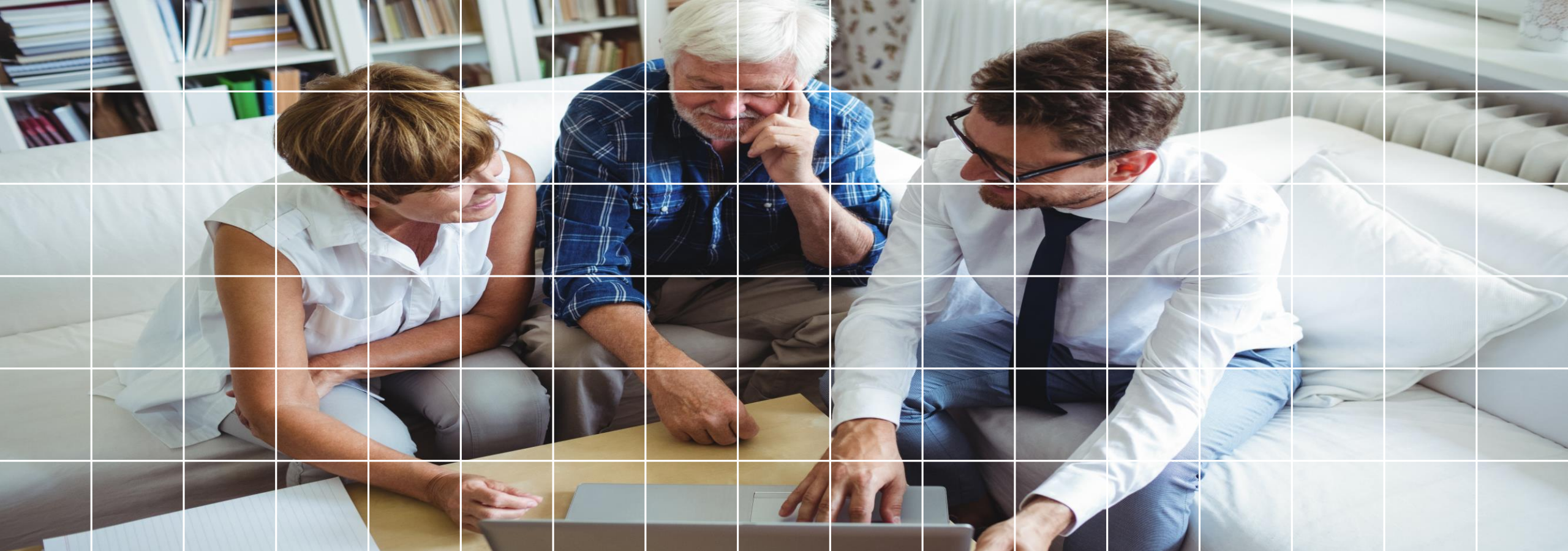
In Sickness? In Health?

Medicare Supplement

Annual Cost - \$0



Medicare Advantage



Comprehensive Solution

## ADDING HOSPITAL INDEMNITY TO MAPD

Hospital Indemnity (with a cancer rider) provides a higher level of protection when added to Medicare Advantage plans.

It should always be reviewed as a potential protection option based on beneficiary affordability and needs as it provides additional protection against cost-sharing exposures.

**Option**

# Medicare Advantage with Hospital Indemnity



Mr. & Mrs. Smith

MAPD + Indemnity
Monthly Premium
\$110
Annual Premium
\$1,320

**Option**

# Medicare Advantage with Hospital Indemnity



Mr. & Mrs. Smith

Coverage	Plan Pays
Hospital	\$300 for 7 days
Ambulance	\$200
Cancer	\$10,000

Annual Cost - \$3,900



Annual Difference - \$2,580

Medicare Supplement

Annual Cost - \$1,320



Medicare Advantage

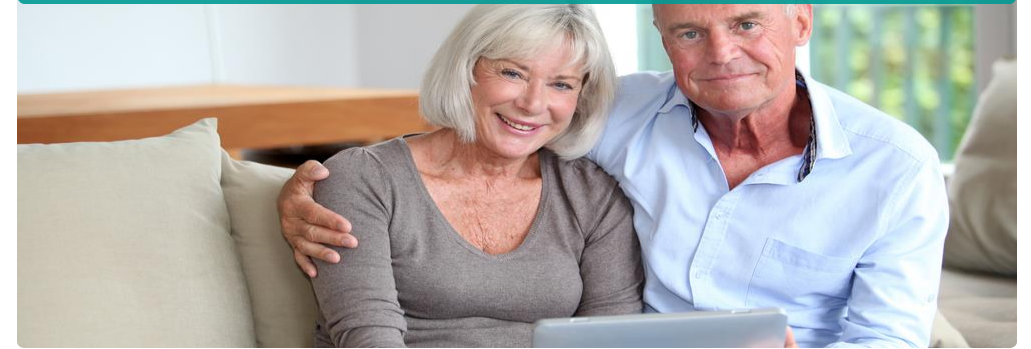


## Medicare Supplement



Benefit	Cost Sharing after \$226 Deductible
Doctors	\$0
Hospital	\$0
Ambulance	\$0
Surgeries	\$0
Radiation Treatments	\$0
Maximum Out of Pocket	\$0

## Medicare Advantage w HIP

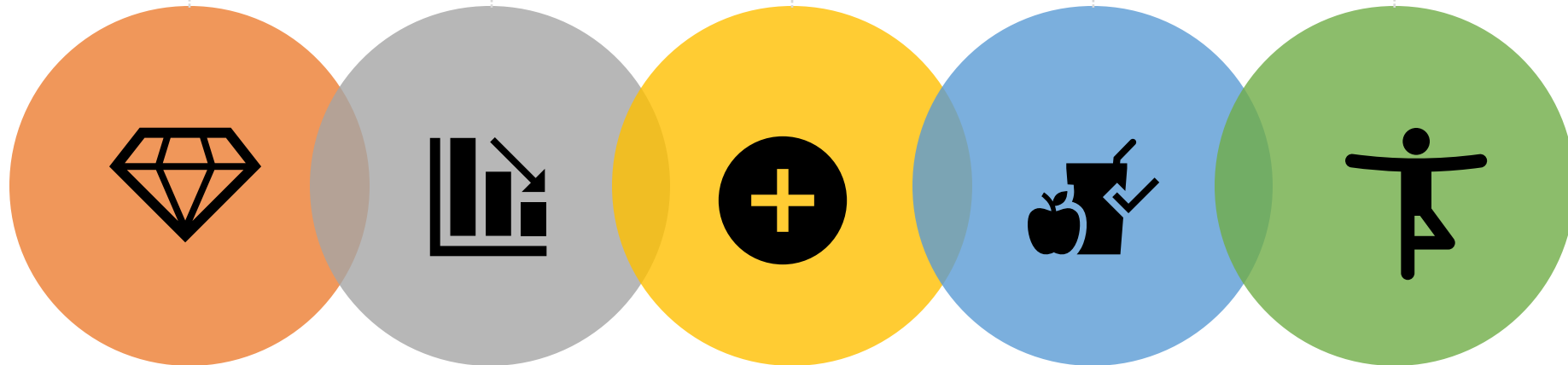


Benefit	Cost Sharing
Doctors	\$10 or \$45
Hospital	\$0
Ambulance	\$0
Surgeries	\$275
Radiation Treatments	\$0
Maximum Out of Pocket	\$10,000 or \$0



# The Power of Indemnity

## The Value of HIP



### Med Supp “Lite”

Provides coverage for core lower costs.

### Cost Sharing Reduction

Comprehensive coverage for catastrophic medical expenses.

### Health Benefits

Covers costs of Pharmacy, DVH, OC, Flex benefits beyond FFS Medicare.

### Lifestyle Benefits

Covers costs of gym memberships and other wellness benefits

### Freedom & Flexibility

Plan is portable and premiums typically don't increase.

# Don't sell products

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# PROVIDE SOLUTIONS!



## The Concept of Insurance

Explain the role of insurance to protect against things that we hope don't happen but might. For most, hospitalization is not a matter of "if" but "when".



## The Solution Starts with the Scope

CMS allows the conversation and sale to occur along with Medicare Advantage.



## Cost Sharing Review

A "red, yellow, green" walk through of benefits should demonstrate the need for indemnity and provide the avenue to afford it!



## Comprehensive Coverage

Adding hospital indemnity to Medicare Advantage is a lower cost than Medicare Supplement (w/ PDP) and is portable with fixed premiums as they get older.

# Selling Hospital Indemnity

## Funding the Policy

### Give Back Plans

Use the monthly amount to pay for the indemnity plan



### Low Income Subsidy

Many people who qualify are not aware. The savings could be \$1,000's of dollars



### Formulary Savings

A formulary review may create substantial savings



### MA Only

Veterans have the ability to use cost-sharing favorable benefits



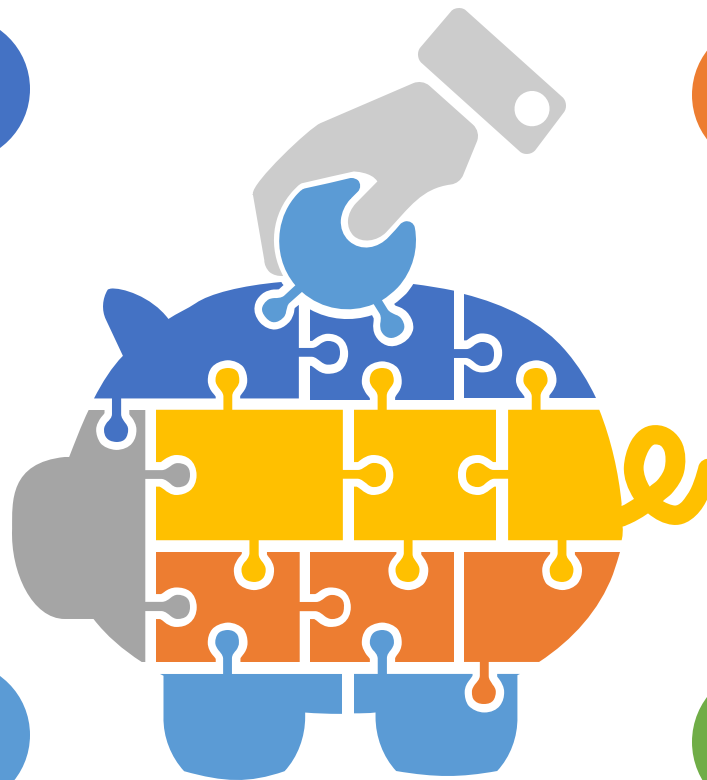
### Cash Equivalent Benefits

These benefits put actual dollars back in the household: OTC, Gym, Dental, Vision, Flex Cards



### Med Sup Transition

Monthly premiums savings should be used to create comprehensive coverage



# Indemnity Solves Agent Challenges

## AEP Bridge

Earn income from October to January while awaiting MA commissions



## Stable Revenue

Improve the economics of prorated MA commissions throughout the year



## Persistency

Multiple products increase stickiness – they will change MA plans but not indemnity and will do it with you as their agent!



## Referrals

This product is unique and creates an avenue to generate referrals



## Open Enrollment

Plans have a guarantee issue period where no one can be turned down for coverage



## Business Development

Even if a prospect is on the right MA plan, they probably don't have a hospital indemnity plan. Also for ACA!

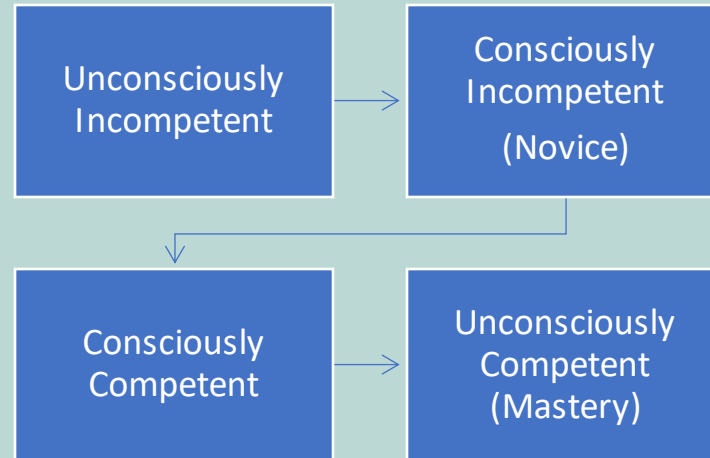


# Mindset

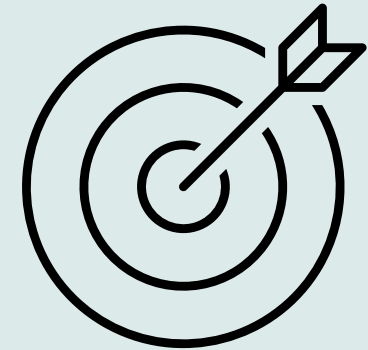


Distraction Zone

# Skillset



# Toolset



- Two things determine IF you hit your target
  - How good is your weapon
  - How good is your aim
  - Motive-ation



*Serve.*



*Deserve!*