



# Medicare Prospects

An in-depth look at Medicare prospect demographics and tips to help you leverage these statistics to build your book of business.


## Who are your prospects for Medicare?


- People 65 years or older.
- People under 65 with a qualifying disability or other condition, or end-stage renal disease (ESRD).


## Americans Turning 65

10,000 People Turn 65 Every Day!



 Medicare is the fastest growing insurance industry with excellent commissions plus residuals.

 78 million baby boomers will become Medicare eligible over the next 20 years.

 Medicare plans are available in all states with year-round sales opportunities.

## Lead Sources for Senior Medicare Marketing

Direct Mail – 50%


Content/Inbound Marketing – 14%


Radio/TV – 11%

Email Marketing – 7%

Other – 18%

## Tips for Medicare Prospecting

 Sales is always a numbers game. It starts with getting in front of enough clients and presenting your product. Lead generation is, and seems like it always will be, the top marketing priority.

 URL is here to help guide you through contracting, annual testing (AHIP & FWA) and carrier certifications, as well as ordering enrollment kits/supplies and marketing your services.

Contact us today to discuss how you can increase your bottom line with Medicare Sales!

**Call 1-800-926-8875**

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*The data shown here is from "Successfully Prospecting and Selling Medicare and Medicare Supplement to the Senior Market," The Lift Factor.*

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