



SPIA Sales Solutions



Pair Your Med Supp Sale with “Lifetime Income” Discussion

Face-to-face Med Supp Sales Are Key

Your Med Supp clients are a primary market for SPIAs and the lifetime income they can provide. To take advantage of this opportunity, you should resist the temptation to sell a Med Supp policy over the phone, even if the client is ready to buy.

Future collateral sales start by meeting clients face-to-face, not only to provide Med Supp coverage, but to help them with an asset review and a look to their future. This helps build your reputation as a professional who can meet their immediate and future needs.

Education and fact-finding

To secure the appointment, tell your client you want to help them fully understand Med Supp insurance, the recent changes, and Part D prescription coverage. During the appointment, conduct your fact-finding as usual, paying close attention to their income sources, assets and other insurance products.

“Lifetime Income” Resonates with Seniors

The security of a “lifetime income” and providing a lasting income for a spouse are powerful ideas to senior clients. Consider using these approaches:

- If there were a way to turn a portion of your savings into steady, predictable income, just like your Social Security payments, would you be interested?
- Med Supp coverage helps protect you from spending too much on medical expenses, which is an important way to preserve your assets. If it is appropriate in your situation, we can talk about a way to guarantee that you won’t outlive your income during retirement.
- What do you like most about your Social Security check? Does Social Security cover all of your monthly expenses or do you have to dip into savings?

Your Recommendations

Complete your Med Supp sale and, before you leave, have a reason to meet again based on your fact-finding. You’ve now established yourself as a professional who is qualified to provide retirement income solutions. You’ll be in a position to recommend a SPIA if it is appropriate for your client.

Med Supp/Collateral Sales Process

