

PREMIER
Insurance Contracts

Premier's Tool Marketing Strategy

A successful formal marketing/sales season starts with a well prepared, well organized plan.



Let me ask you a question.

What tools are you going to use?

- Let's look at your toolkit.
- Show me your tools.

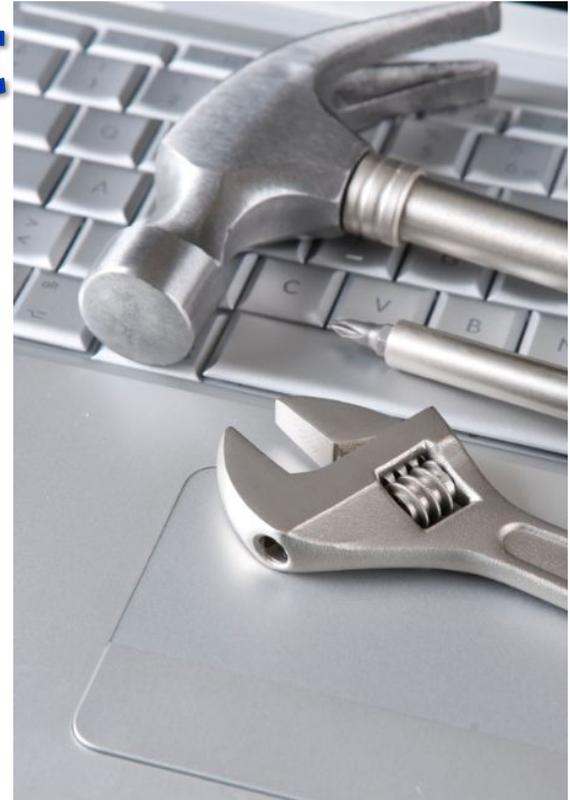


In sales, tools are difficult to foresee because the first tool you need is not a physical tool. It is a **MENTAL TOOL.**



“ The carpenter next door is as good as his tool box is ”.

What type of carpenter are you ?



**Let's introduce
the concept of
“Tool Marketing”**



Your Toolbox

Marketing/Sales Strategy	Carriers	What you need to do	50	100	150	250 +
Provider Relationships	Non Carrier Specific; make sure you are appointed with carriers of PCP you select	Identify and "connect" with physicians' offices; Become a resource	1 Physicians' offices	3 Physicians Offices	4 Physicians' Offices	4 Physicians Offices
Leads	United Healthspring Wellcare	Referrals; have as many channels as possible				
Community Organizations	Non Carrier Specific	Set up table inside site; do education events; become a resource for the community.	2 community centers and/or faith based organizations	4 community centers and/or faith based organizations	5 community centers and/or faith based organizations	5 community centers and/or faith based organizations
Sales Seminars	United; Certification with B-Connect	Identify and negotiate sales seminars presentation location; schedule seminars	2 locations in 2 different zip codes	3 locations in 3 different zip codes	4 locations in 4 different zip codes	4 locations in 4 different zip codes
Retail Program	United Aetna	Participate in 1+ stores	1 Store	1 Store	2 Stores	2 Stores
Turning 65	Non Carrier Specific	BRC for T65; Become familiar with Understanding Your Medicare Options . Use MDS form.	100 BRC's per month	200 BRC's per month	300 BRC's per month	Mail to all T65 in your area. All year long
Dual Market	Non Carrier Specific	Phone for LIS and Medicaid help. Become familiar with MDS	4 hours per week	8 hours per week	12 hours per week	10 hours per week all year long
Internet Sales	Wellcare	Set up website				

To write 100 applications... you may need 400+ opportunities

- 8 Sep/Oct Warm-up meetings
- 25 Prospects ready to enroll by 10/15
- 8 AEP Meetings w/Telesales support
- 8 Local Area Marketing events
- 100 fresh leads directly from Carriers
- 10 referrals from providers
- 2 to 4 retail hours weekly (or other)
- \$450 est. marketing self-investment

Premier Insurance Contracts

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Learn How to Market Series

Welcome to the Premier's [Learn How to Market Series](#) program. Click on the following links to start the learning module.

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- [Expanding Your Prospect Pool through LIS & MSP](#)
- [Opportunities for MA during Lock-In](#)
- [Why Work the MA PFFS Conversion Market](#)
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[Map and Directions](#)

What to do Next ?

- Select Zip Codes
- Identify Strategic Centers of Influence (COI)
- Get Demographics
- Decide on Specific Strategies
- Connect the Points / Put Strategy in Place

What to do Next ?

➤ Select Zip Codes

Elements to select Zip Code

Proximity

Demographics

➤ Identify Strategic Centers of Influence (COI)

8 PCP's

2 Gyms

5 Workshop Sites

3 Community Centers

4 Retail

What to do Next ?

➤ Get Demographics

Get Familiarized with MDS

How Many Age Ins?

How Many Dual Eligibles?

➤ Decide on Specific Strategies

At least 3 strategies

Watch and study presentations on LHTMS

➤ Connect the Points/Put Strategy in Place

Visit sites

Establish Relationships

Questions?

