



30 Ways to Generate Local Medicare Leads

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1. Hold Medicare Seminars

Host educational events to inform potential enrollees and boost your credibility. [Medicare Seminars](#) are not designed as group sales events but will lead to follow-up appointments. You can hold these seminars at churches, libraries, gyms with a Silver Sneaker program, or senior centers.

2. Meet With Human Resources Staff

Reach out to the HR staff at local businesses and offer consultations with retiring employees. Use a flyer to highlight the fact that you offer a service to ensure a smooth transition from group coverage to Medicare. To meet HR staff, consider contacting organizations like the Society for Human Resource Management and giving presentations or lunch & learns for attendees.

3. Contact Underage Health/Employee Benefits Agencies

This technique gives access to an even bigger pool of potential leads than working with HR staff. Contact these agencies and offer to help with Medicare plan education to employees coming off of an employer plan from any company the agency works with.

4. Reach Out to Doctors Offices and Medical Groups

Offer to hold seminars and/or one-on-one appointments with any Medicare-eligible client. Give them a notepad to record client info so they can email it to you as PTC.

5. Visit Senior Centers

Drop off business cards and flyers, and offer to hold seminars. Bring by gift baskets or other small gifts. Get involved in events at the center, and sponsor them if necessary.

6. Hold Events at Senior Centers

Visit senior centers and host a fun event (board or card games, for example). At the beginning of the event, make sure you introduce yourself as a Medicare educator.

7. Conduct Outreach to the Low-Income Community

Visit soup kitchens, cafeterias, Salvation Army locations, disability offices, and anywhere where low-income individuals receive services. Talk to the managers at these locations and get permission to set up a booth for a few hours every week.

8. Request Referrals

After you meet with a client, even if you don't enroll them, send them a handwritten thank you card and include several business cards, along with a request for referrals if they know anyone who could benefit from your services.

9. Sponsor a Local Sports Team

Seniors love watching their grandchildren play sports. Sponsor a team and provide them with a banner with information about your business. Make sure to print shirts for the team and family members to wear with a well-placed reference to your business.

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10. Generate Leads at Truck Stops and Gas Stations

Visit truck and gas stations. Leave your business cards on community boards.

11. Host a Client Appreciation Event

Organize a client appreciation event for current clients. Ask clients to bring friends and family members for potential referrals, and raffle off items with your logo for a little free advertising.

12. Check in With Current Clients

Contact your current book of business and ask to meet with clients for an annual coverage review. If needed, [sell additional ancillary products](#) to fill gaps in their coverage.

13. Conduct Outreach at Libraries

Print out marketing bookmarks for your business. Visit libraries and put your bookmarks in books about Medicare or senior health. Libraries are also a great place to hold educational seminars.

14. Give Away Free Pens

Purchase pens with your logo and contact information. Visit restaurants seniors frequent and drop off pens for wait staff.

15. Get Referrals From People Who Meet Seniors at Work

Build relationships with individuals who work at places seniors or people with disabilities frequent. Offer the employees a finder's fee for referrals that lead to enrollments.

16. Offer Medicare Education at Colleges and Universities

Visit your local community college and ask to hold a free "lifelong learning" course about Medicare.

17. Join a Professional Networking Group

Join a networking group and network with other professionals in your area. Networking groups usually only allow one person in the group to be in a specific industry. As the Medicare expert of your networking group, you will receive referrals from other individuals in that group.

18. Attend a Craft Show

Purchase a table at a craft show or other similar event space. Make sure you bring swag with your business logo and contact information.

19. Volunteer With Meals on Wheels

Volunteer at your local Meals on Wheels, and ask to include a marketing postcard in every box.

20. Sponsor a Community Event

Look for a fun run, a farmer's market, or other local events and gatherings you can sponsor. Even events not geared toward seniors will draw them in to support their families and community.

21. Socialize With Seniors

Go golfing, join a nearby garden club, or volunteer with local nonprofits - all places where senior citizens are known to spend time and socialize.

30 Ways to Generate Local Medicare Leads: Remote-Friendly Options

22. Send Business Reply Cards

BRCs are generic mail pieces designed so that recipients add their personal info (date of birth, contact info) and mail the cards back in. Typical cost is around \$500 for 1,000 mailed cards, and you can usually expect a 2-3% return, so you'll receive about 20-30 cards back for every 1,000 mailed.

23. Contact Property & Casualty Agents & Agencies

Get in touch with P&C agents and agencies in your area. Offer consultations with their clients as a service to them, and offer to refer P&C business in return. Provide a flyer about your services and be willing to pay a referral fee if needed.

24. Reach out to Real Estate Agents

Contact realtors and offer your services to Medicare-aged individuals who have recently moved to the area. An SEP allows beneficiaries to make changes to their coverage following a move.

25. Start a Referral Program

Set up a referral program for your current book of business. When you enroll someone who was referred by a client, reward them with a gift card.

26. Talk to Parole Officers

Reach out to local parole officers. Individuals released from incarceration who are over the age of 65 are granted an SEP and have 2 months after the month they are released to enroll in a Medicare Advantage or PDP Plan.

27. Advertise on Your Car

Purchase a car wrap or magnets with information about your business. Drive around areas where seniors live or frequent.

28. Ask for Online Reviews

Post your business on business review websites such as Yelp. When a customer is happy, ask them to leave you a positive review.

29. Connect with Seniors on Facebook

Post your business on Facebook. Share helpful information about Medicare and senior health. Ask current clients to like your page on Facebook and share your posts.

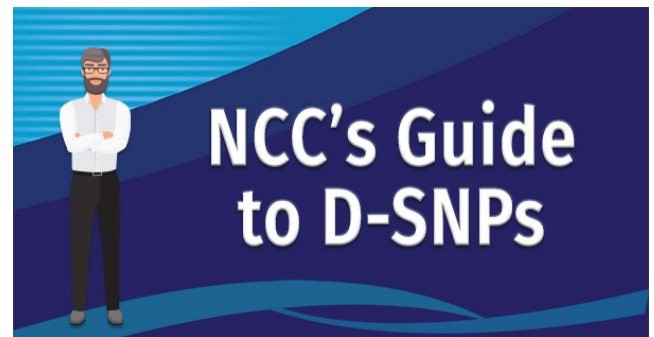
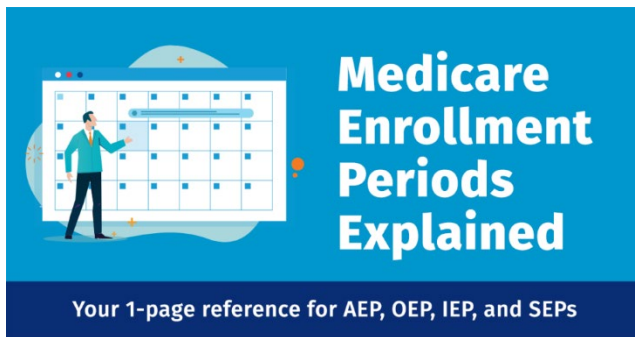
30. Put Your Information on Google My Business

[Google My Business](#) allows you to customize how your business appears when local users search for you, and has lots of options for growing and connecting with leads.

Want to Talk More About Leads?

Contact an NCC Marketing Specialist at [865-218-8370](tel:865-218-8370) to discuss leads, selling remotely, or anything else related to Medicare sales. Be sure to ask about our [Marketing Assistance Program](#) and find out how you can earn flexible marketing dollars while you sell.

More Agent Resources



Medicare Advantage Tools



[Medicare Quote Engine](#)

Instant quotes for Medicare Supplement, Medicare Advantage, PDP and Final Expense



[AHIP & Certification Central](#)

Guide to AHIP and carrier-specific certifications



[How to Do a Medicare Advantage Needs Analysis](#)

10 questions that will uncover the client's needs



[Find Plans by State, Carrier, or Product Type](#)

Plans from 40+ carriers in our easy-to-use Product Finder



[Product Kit](#)

State-specific apps, brochures, rates and commissions for any of our plans



[Enrollment Central](#)

Online quoting and enrollment tool for Medicare agents



[Agent Black Book](#)

Find phone numbers, agent portals, contracting, links and more



[Supply Ordering](#)

Links and detailed instructions for ordering supplies from a number of insurance carriers

NCC's Product Catalog

Products

Cancer, Heart Attack, Stroke	Hospital Indemnity
Critical Illness Expense	Long Term Care
Dental, Hearing, Vision	Medicare Advantage
Disability	Medicare PDP Part D
Home Health	Medicare Supplement

Carriers

Aetna	Lumico
Americo	Manhattan Life
Amerigroup	Medico
BlueCross BlueShield of TN	Mutual of Omaha
Capitol Life	National Guardian Life (NGL)
Cigna	New Era (NEC, NEMC, PALIC)
Clover Health	Oxford Life
Combined Insurance	Pekin Life Insurance
Companion Life	S.USA
CSO	Shared Health of MS
EnvisionRxPlus	Shenandoah Life
GPM Life	SilverScript
Great Southern Life	Standard Life and Casualty
Great Southern Life	Thrivent Financial
Guarantee Trust Life (GTL)	Transamerica Life
Humana	United American
Individual Assurance Company	UnitedHealthcare
Lasso Healthcare	WellCare
Liberty Bankers Life	All Carriers



About National Contracting Center

National Contracting Center is an insurance Field Marketing Organization (FMO, also known as an IMO, VMO, or NMO). Founded in 1992, we have helped thousands of independent insurance agents and agencies to grow their sales of Medicare and senior health and financial products.

"As a new agent with no insurance experience, looking to switch careers midlife, I was overwhelmed by all of the steps and options. Choosing to use NCC as my FMO was the right decision."

- Melissa, Illinois

What We Do for You

- ❖ Marketing and lead generation
- ❖ Sales and compliance training
- ❖ Supplies and product information
- ❖ Questions about carriers and commissions
- ❖ Back office support so you can focus on selling
- ❖ Contracting and licensing

We Know the Business Because We're in the Business



Jerold Johnson

National Contracting Center is the kind of FMO that every agent wants because an agent designed it. Jerold Johnson created NCC to be a different kind of FMO. He started selling insurance in 1983 and founded NCC in 1992. The readers of City View magazine have named Jerold "Best Insurance Agent in Knoxville" every year from 2014 to 2018.

An agent built NCC, we're here for agents, and many members of our staff are agents themselves. Our team of insurance pros delivers the advice, answers, and services our clients need. In other words, we do all the things that take time that don't make money. That frees you to focus on selling.

NCCagent.com

[Contact Us](#)

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