

NATIONAL MEDICARE & SENIOR INSURANCE PRODUCTS SALES SUMMIT

JUNE 5, 2019

Marriott Marquis Hotel, Atlanta, GA

Selling Medicare Insurance Solutions IMPERIAL SALON A

TIME	SESSION TITLE & DISTINGUISHED PRESENTER
8:00 AM	TOP 5 SECRETS OF SELLING MEDICARE & OTHER SENIOR INSURANCE PRODUCTS OVER THE PHONE Gary Prado, CEO, SalesDialers.com
8:30	MARKET OVERVIEW: THE LATEST DATA FOR MED SUPP AND MEDADVANTAGE SALES - TRENDS - FORECASTS Jared Strock, Consulting Actuary, CSG Actuarial
9:00	WHERE MEDICARE ADVANTAGE IS HEADING - LATEST BENEFITS FOR YOU AND YOUR SALES Bob Brzyski, VP, Marketing, Pinnacle Financial Services
9:30	SMALL GROUPS: GENERATING BIG MEDIGAP BUSINESS BY WORKING THE SMALL GROUP MARKETPLACE Martina Wiedmayer, VP - Sales, Group, UnitedHealth Group
10:00	HOW TO REALLY MAKE MONEY (LIKE \$15,000 a year) SELLING PART D PRESCRIPTION DRUG PLANS Jerold Johnson, President, National Contracting Center
10:30	THE BETTER TARGET MARKET: SUCCESSFULLY SELL MEDICARE SUPPLEMENT TO CONSUMERS 70 AND OLDER Devin Rubin, Managing Dir., Golden Years Design Benefits
11:00	HIGH DEDUCTIBLE PLAN F: THE MOST MISUNDERSTOOD MEDIGAP PLAN Tom Hall, Dir. of Sales, United American/Globe Life of NY
11:30	STRATEGIES FOR A PROFITABLE MEDICARE BUSINESS, MAXIMIZE PROFITS, PROTECT FROM EARLY DEATH Keith Nabb, Founder & Principal, Affordable Medicare Solutions
1:00 PM	STRATEGIES SHARED BY OUR TOP MEDIGAP PRODUCERS; LEAD GEN, SALES STRATEGIES, REFERRALS & MORE Ryan Kimble, President, Agent Pipeline, Inc.
1:30	LEGISLATIVE UPDATE FOR MEDICARE INSURANCE PRODUCERS - FEDERAL & STATE INITIATIVES & ISSUES John Greene, VP Cong. Affairs, Ntl. Assoc of Health Underwriters
2:10	MED SUPP SALES LEADING PRODUCER ROUNDTABLE: - HEAR FROM OUR PANEL OF TOP MEDIGAP AGENTS - Leading producers who each sell numerous Medigap policies yearly, share how they get more prospects and the tips and tactics that make them THE BEST OF THE BEST. Plus, ample time to get your questions answered. Panel Moderator: Jesse Slome, Director, American Association for Medicare Supplement Insurance

Senior Insurance Products / Lead Generation IMPERIAL SALON B

TIME	SESSION TITLE & DISTINGUISHED PRESENTER
8:00 AM	THE OVERLOOKED SALES OPPORTUNITY: SHORT-TERM CARE - FOR SENIORS WHO CAN'T AFFORD OR QUALIFY FOR LTC Dave Peters, Vice President of Sales, Medico
8:30	5 NEW LTC SOLUTIONS YOU'VE NEVER THOUGHT ABOUT; NEW PRODUCTS - NEW OPTIONS NOW AVAILABLE Bill Jones, President, National Alliance of Insurance Agencies
9:00	DO YOU HAVE THE STRUCTURE TO BE SUCCESSFUL SELLING MEDICARE & SENIOR INSURANCE SOLUTIONS Chris Weir, Owner, Lead Concepts
9:30	THE 4 THINGS SENIORS ARE CONCERNED ABOUT - AND THE SCRIPTS THAT PULL THEM IN Lloyd Lofton, CEO, Power Behind The Sales
10:00	THE NEW LTC TALK: HOW TO SUCCESSFULLY TALK & SELL THE NEW LONG-TERM CARE SOLUTIONS Angie Hughes, LTC Marketing Director, ProducersXL
10:30	POSITIONING CANCER PLANS: HOW TO EASILY INCLUDE THEM IN YOUR PRODUCT PORTFOLIO Michael Prothe, Sales Director, Mutual of Omaha
11:00	DENTAL INSURANCE: EASY WAYS TO TAKE A BITE OUT OF THIS LUCRATIVE SENIOR MARKET Bryan Derheim, Regional Managing Director, Ameritas
11:30	AN EASY WAY TO BRING VALUE AND GENERATE RECURRING REVENUE BY PROMOTING VISION PLAN COVERAGE TO SENIORS Sharon Alford, VP Business Development, VSP Vision Care
12:00	SELLING HOME HEALTH CARE - PEACE OF MIND STARTS HERE Jack Broughton, Vice President, Kemper Health
1:00 PM	AN AGENT'S GUIDE TO USING SOCIAL MEDIA TO GENERATE MORE CONNECTIONS THAT LEAD TO MORE SALES Dvora Ivankowski, Branding Strategist, Agent Methods
1:30	TURNING UNNNEDED LIFE INSURANCE INTO TAX-FREE FUNDS FOR LONG-TERM CARE Chris Orestis, Executive Vice President, GWG Life
2:00	HOW TO ORDER LEADS FOR MEDICARE AND AEP: MAXIMIZING RESPONSE & MINIMIZING COST Michelle Bardin, Sales Manager, Target Leads
2:30	MULTI-TOUCH CAMPAIGNS ARE MORE EFFECTIVE: HOW TO SUCCESSFULLY IMPLEMENT ONE Chris York, Senior VP, Dialog Direct - Kramer Direct

**THE FREE PROGRAM & YOUR EXHIBIT HALL ACCESS
ENDS AT 3:00 PM**



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