

# 2021 National Medicare Supplement Industry Summit

## FREE DAY FOR AGENTS & BROKERS

### Selling Medicare Insurance Solutions

#### SCHAUMBURG EAST BALLROOM

TIME	SESSION # - TITLE - PRESENTER
8:00 AM	<b>1. MARKET OVERVIEW: THE LATEST DATA FOR MED SUPP AND MEDADVANTAGE SALES - TRENDS - FORECASTS</b> Jared Strock, CSG Consulting Group, Omaha, NE
8:30	<b>2. LEGISLATIVE UPDATE FOR MEDICARE INSURANCE PRODUCERS - FEDERAL &amp; STATE INITIATIVES &amp; ISSUES</b> Chris Hagerstrom, Marketing VP, Jack Schroeder & Assoc.
9:00	<b>3. GRASS ROOTS LOCAL MEDICARE MARKETING, PLUS STRATEGIES TO BUILD MEDICARE REFERRALS</b> David Cheatham, Owner, Family First Solutions Grp., IL
9:30	<b>4. THE GOLDEN TICKET: BUILDING A STRONG PRACTICE WITH MEDICARE EDUCATIONAL SEMINARS</b> Howard Peck, Pres., Senior Ins Solutions, Green Lane, PA
10:00	<b>5. MEDICARE ADVANTAGE - NOT A COMMODITY SALE THERE'S SO MUCH MORE TO MA PLANS TO CONSIDER</b> Bob Brzyski, VP, Pinnacle Financial Services, PA
10:30	<b>6. MOST COST &amp; TIME-EFFICIENT WAY TO USE PART D TO RETAIN MEDICARE CLIENTS AND SELL MORE</b> Gus Smith, Head of Sales, Trusty,Care, New York, NY
11:00	<b>7. 10 TIPS &amp; TACTICS FOR SUCCESS: WHAT WORKS FOR OUR TOP MEDICARE ADVANTAGE PRODUCERS</b> Craig Taylor, Assoc Dir. Med Solutions, Senior Market Sales
11:30	<b>8. HOW TO MAKE THE MEDIGAP SALE BY PHONE EASIER; TIPS FROM A MEDIGAP SALES-BY-PHONE PRO</b> Chris Westfall, President, MedicareAgentTraining.com
1:15	<b>9. MOST EFFECTIVE &amp; EFFICIENT WAYS TO WORK MEDICARE LEADS - FOLLOWING-UP &amp; OVERCOMING OBJECTIONS</b> Cody Askins, CEO, Cody Askins LLC, Springfield, MO
1:45	<b>10. BE THAT "COMPLETE MEDICARE ADVISOR" TO YOUR CLIENTS; ELEVATE YOURSELF ABOVE OTHER AGENTS</b> Rick Roberts, Medicare Marketing Manager, Producers XL
2:15	<b>11. EXPAND YOUR BUSINESS INTO UNDER 65 HEALTH; PROFIT NOW &amp; BUILD FUTURE MEDICARE CLIENTS</b> Andy Dastur, North American Insurance Services, Frisco, TX

**EXHIBIT HALL CLOSING AT 3:00 PM**



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## Lead Gen / Tech / Business Development

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8:00 AM	<b>12. YOU MUST HAVE A FREE GOOGLE BUSINESS LISTING! HOW TO DO IT SO CONSUMERS FIND YOU</b> Jesse Slome, Sales Creators, Inc., AAMSI, Westlake Village
8:30	<b>13. USE READILY AVAILABLE VIRTUAL ASSISTANCE TOOLS TO GROW YOUR MEDICARE BUSINESS</b> Todd Brauch, Senior Insurance Marketing, Lincoln, NE
9:00	<b>14. TURNING 65 LEADS - WHAT TO MAIL FOR MA vs MED SUPP: TIPS TO FIND PROSPECTS WITH MONEY</b> Chris Weir, CEO, Lead Concepts, Irving, TX
9:30	<b>15. STRATEGIES TO INCREASE RESPONSE RATES FOR MEDICARE'S AEP 2021</b> Chris York, Senior VP Health, Kramer Direct, Richardson, TX
10:00	<b>16. 5 TO 11 CONTACTS MAXIMIZES YOUR LEAD INVESTMENT: WHAT YOU MUST DO TO STOP WASTING LEAD DOLLARS</b> Eric Fierro, Founder, Senior Sales University, Phoenix, AZ
10:30	<b>17. USING LIFE SETTLEMENTS TO GENERATE NEW LEADS &amp; PROSPECTS AS A TAX FREE LTC FUNDING OPTION</b> Chris Orestis, Founder, Life Care Funding, Portland, ME
11:00	<b>18. LEVERAGE TECHNOLOGY TO INCREASE SALES &amp; PRODUCTIVITY DURING AEP</b> Devin Rubin, Chief Technology Officer, Golden Years, NJ
11:30	<b>19. WHAT DO YOU WANT: GOOD LEADS vs MORE LEADS PRO TIPS TO AVOID WASTING MONEY ON WRONG LEADS</b> Bob Donnellan, VP Sales & Marketing, RGI Data Assets, GA
1:15	<b>20. WHAT'S YOUR CURRENT MED SUPP BUSINESS WORTH - IN IMMEDIATE CASH + BEST WAYS TO GROW FUTURE VALUE</b> Robert Gray, CEO, Insurety Capital, Miami, FL
1:45	<b>21. VIRTUAL PROSPECTING, PRESENTING &amp; CLOSING THE KEYS TO SUCCESS WHETHER YOU ARE JUST STARTING OR WANT TO BE BEST OF BREED</b> (a 60-minute session) Lloyd Lofton, CEO, Power Behind The Sale, Conyers, GA

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