



**BE THE
VOICE OF
REASON**

Notes and resources from the webinar The Voice of Reason

Brought to you by
Senior Marketing Specialists
(800) 689-2800
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WORKING FROM HOME

A top-down photograph of a wooden desk. In the upper right corner, there is a bright green coffee cup filled with dark coffee, sitting on a matching green saucer. Below the cup, a green and white striped pen lies horizontally. In the bottom right corner, a portion of a lined notebook with a red cover is visible.

While most cities have issued stay-at-home orders, that does not mean you have to stop your business!

Getting your home office ready to be productive with these 5 tips:

Pick a quiet place

This will make it easier to have phone conversations and concentrate

Keep your morning routine

Keeping your morning routine of getting ready can help you start your day

Organized

The more organized you are, the easier it will be to complete tasks

Talk to your family

While you are quarantined, your significant other and children may be as well. Let them know what you need from them to make your workday successful

Take breaks

Don't forget to take a breaks, such as walks, stretching, etc.



TECHNOLOGY

Two of the best and easiest ways to keep your clients engaged and humanize the process of contact:

Facetime (only available from iOS devices)

This is simple and easy to use. Just call them from your iPhone using the Facetime app and when they pick up, their camera will automatically turn on for them.

Here are instructions from Apple on how to Facetime:

[CLICK HERE](#)

Zoom

Zoom is a meeting platform that offers video conferencing. This service is free for 1 on 1 conversations. Your clients will need the Zoom app on their phone or use their computers to see your video broadcast.

For more information on Zoom, click here: <https://zoom.us/>

SOCIAL DISTANCE SELLING



During this time, you don't want to come off as selling on fear!

Prospects:

Your appointments should not see a major shift in conversation, as for them they will still need to make a change (e.g. T65, just moved to a new area, etc.). The biggest change is you are doing these appointments over the phone or a conferencing service.

Clients:

Your clients should be checked on and made aware of how their cover will cover a COVID-19 test and any other information you deem will help them.

If they would like an insurance review you can let them know you are still there to assist them. This can be to either expand their coverage or reduce their premiums depending on their needs and/or situation.

SOCIAL DISTANCE SELLING



Example Conversation with Client:

“Hello Mr. Client. I am calling to make sure you are doing well and to remind you that your insurance coverage has a teledoc (or phone a nurse, etc.) feature should you have questions.

OR

“Hello Mr. Client. I am calling to let you know your insurance coverage will cover a COVID-19 test 100% should you be experiencing symptoms.

How are you doing through all this?

I am going to email you an information sheet that has information about the COVID-19 virus to help you understand what it is. Please take a look and know we are here to help.”

Then, email them the COVID-19 newsletter. You can also add in the email that hospital coverage is still available should they be worried about paying for overnight visits (Hospital Indemnity plans) or additional help is available to cover drug costs and give extra assistance should they need to recover from an illness at home (Home Healthcare).



Get your FREE COVID-19 newsletter!
[CLICK HERE](#)

TOP 5 ACTIVITIES FOR INSURANCE AGENTS

Digitize/Organize Your Book of Business

Have you been putting off logging all your clients and prospects into a CRM? Now is the time to start the process!

Already have them in a CRM? Make sure your information is accurate!

Newsletter

If you have not created a newsletter yet, NOW is the time! Services like Mail Chimp (<https://mailchimp.com/>) are free and easy to use.

Social Media

Your social media should be full of helpful information at this time:

- Local business hours
- Testing sites
- Medicare's Coronavirus info
- CDC Info
- Etc.

Need content? Check out the SMS Agent Connect Group on Facebook. Free for Senior Marketing Specialists contracted agents. [CLICK HERE](#)



TOP 5 ACTIVITIES FOR INSURANCE AGENTS

Video

Facebook Live is a great way to get extra traction on social media without any out of pocket expense.

Plus, with the entire country trying to navigate video conferencing and video, now is a great time to smooth out the rough edges so when all this passes, your videos are more professional and better presented.

Call Clients

If you are thinking “I don’t want to sell anything to my current clients” that is fine, but that does not mean you shouldn’t call them to check in. Do they know how to get tested? Will their insurance cover the cost? Do they know what local stores have special hours for them?

A call from you may be the only call they get!

If you only call them when you are wanting to sell them something, they may (and usually will) stop answering your calls.



We will get through this together

Senior Marketing Specialists is here for you and your team.

Need tools to help transition working remote? Call us.

Need content for social media? We have that.

Need to figure out how to sell remote? We will show you.

Having a bad day? We will listen.

Need a bad joke? We have a lot of those.

“Embrace uncertainty. Some of the most beautiful chapters in our lives won’t have a title until much later.”

Bob Goff

Senior Marketing Specialists

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