

The amount someone is willing to pay for what you're going to show them is directly related to the value that you put into your presentation.

As a Health Plan Consultant, the value proposition is giving each person and family the ability to have quality health insurance, at a price they can afford. Many of the people who have requested information from us will have no coverage at all. A trip to the doctor or hospital for even a minor medical matter can be financially devastating to them.

Very few people can afford to pay for the costs of quality health care out of their pockets. They want it and need it, but they may have been labeled as "uninsurable" and now they don't know what to do or where to go. They are desperate to find what you have to offer.

What's more, many may be facing a tax penalty if they don't secure coverage which could add up to thousands of dollars each year.

That's why it's imperative that you do your job, and do it well. You must show value to your clients and make sure that they have the needed coverage so that they and their families feel safe and secure knowing that they can get the health care they want and need without breaking the bank and possibly putting the family in financial jeopardy.

