

I want to talk about the most important part of your success as a Health Plan Consultant, and that's prospecting. If you can master this one section, you will virtually guarantee yourself a lucrative and long lasting career with us.

There are several ways to prospect in this market, but the primary method is by telephone. The key thing to remember is who you are prospecting for.

Our leads are some of the best in the industry. Every one of these leads represents a person with a need and who had a “moment.” Had you been there in that moment, they would have purchased from you right then and there.

The key to your prospecting is to get in front of them as quickly and as easily as possible, so that you can get them back in the moment when they actually requested the information.

When setting appointments by phone, you must call to set the appointment no more than 5 days prior to when you wish to meet with the prospect. Further out than that and you will get too many no shows as people get busy and forget you're coming.