

# NATIONAL MEDICARE & SENIOR INSURANCE PRODUCTS SALES SUMMIT

May 13, 2020

Renaissance Hotel & Convention Center, Schaumburg, IL

UPDATED NOVEMBER 11, 2019

## Selling Medicare Insurance Solutions SCHAUMBROOK BALLROOM EAST

TIME	SESSION TITLE & DISTINGUISHED PRESENTER
8:00 AM	<b>OPEN FOR A CONFERENCE SPONSOR</b>
8:30	<b>OPEN FOR A CONFERENCE SPONSOR</b>  Mary Anna Martin, National Marketing Manager, Liberty Bankers
9:00	<b>USING MEDICARE TECH: TIPS FOR AGENTS ON THE 'GO!'</b> Case studies how top pros use Medicare.gov and L.A. Pro Integration. Craig Taylor, Associate Director, Medicare Solutions, Senior Market Sales
9:30	<b>THE BEST KEPT SECRETS IN MEDICARE COVERAGE</b> Show 64 million seniors ways to save 70%+ and expand their protection. Tom Hall, Ntl. Director of Sales, United American Insurance Company
10:00	<b>MEDICARE ADVANTAGE - NOT A COMMODITY SALE</b> There's so much more in MA plans to consider. But that's why sales grow. Bob Brzyski, Vice President, Pinnacle Financial Services
10:30	<b>BE THAT "COMPLETE MEDICARE ADVISOR" TO YOUR CLIENTS</b> Learn what it takes to elevate yourself above all other Medicare Advisors. Rick Roberts, Medicare Marketing Manager, Producers XL
11:00	<b>HOW TO MAKE THE MEDIGAP SALE BY PHONE EASIER</b> Tips from one of the nation's leading Medigap sales-by-phone gurus. Chris Westfall, President, MedicareByPhone.com
11:30	<b>GETTING AGENTS READY FOR MEDICARE FOR ALL</b> Latest things agents need to know. Ways to capitalize and get new prospects. Andy Dastur, Executive Vice President, North American Life Plans

## Senior Insurance Products / Lead Generation SCHAUMBROOK BALLROOM WEST

TIME	SESSION TITLE & DISTINGUISHED PRESENTER
8:00 AM	<b>EVERYTHING YOU NEED TO SELL SHORT-TERM CARE INS.</b> Why seniors are gravitating to this affordable, valuable protection. Jamie Sarno, National Sales Director, Aetna Senior Supplemental
8:30	<b>ANCILLARY OFFERINGS TO ADD TO MED SUPP</b> Learn about vision, fitness and hearing products seniors need and will buy. Sharon Alford, Vice President, VSP Direct to Consumer Individual Plans
9:00	<b>SELL SENIORS THE "HAPPY MEAL" OF HEALTHCARE</b> Proven techniques that makes it easy to sell ancillary products dental & vision. Thomas Dimmer, VP, Renaissance Life & Health Insurance Company
9:30	<b>PEACE OF MIND STARTS HERE, NURSING HOME ALTERNATIVE</b> Home health care insurance, the affordable solution that offers flexibility. Jack Broughton, Vice President, Kemper Health
10:00	<b>SUCCESS, WHAT DOES THAT LOOK LIKE?</b> Most people never ask themselves this important question. How can it help you? Chris Weir, Founder, Lead Concepts and the Chris Weir Effect
10:30	<b>AN EASY WAY TO INCREASE DIRECT MAIL RESPONSE RATES</b> An effective email and simple landing page works without costing much. Chris York, Senior Vice President, Dialog Direct
11:00	<b>WHY A FACT FINDER SHOULD BE AN ESSENTIAL TOOL YOU USE</b> What should your Fact Finder include and how do you best use it for results. Jeremy Smith, Business Development Director, Western Marketing
11:30	<b>USE TECHNOLOGY TO BUILD YOUR PIPELINE OF CONSUMERS</b> Proven tools and technology that generate qualified warm calls. Kris Schneider, Senior Vice President, Datalot

Use this time to visit the Exhibit Hall  
**EXHIBIT HALL IS OPEN TODAY UNTIL 3:00 P.M.**

1:00 PM	<b>MEDICARE EDUCATIONAL SEMINARS - THE GOLDEN TICKET</b> Insightful overview of the power of educational seminars to generate sales. Howard Peck, President, Senior Insurance Solutions LLC	1:00 PM	<b>CONSISTENCY IS KEY WHEN IT COMES TO LEADS</b> Learn the importance of lead mix and flow to increase your lead results. Bob Donnellan, VP Sales and Marketing, RGI Data Assets
1:30	<b>OPEN FOR A CONFERENCE SPONSOR</b>	1:30	<b>LEAD GENERATION FOR THE MED SUPP MARKET</b> Different options for agents seeking prospects. What's working best now? Rick Wilson, List Portal Director, Giant Partners
2:00	<b>MED SUPP SALES LEADING PRODUCER ROUNDTABLE: - HEAR FROM OUR PANEL OF TOP MEDIGAP AGENTS -</b> 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	2:00	<b>LTC AND ANCILLARY IN THE WORKPLACE</b> LTCi thrives and employers with 10+ lives offer a great opportunity to profit from. Linda Fabian, Director of National Accounts, LifeSecure Insurance
		2:30	<b>TO GET MORE NEW SALES UNDERSTAND THE NEW CONSUMER</b> You'll succeed when you align with the new needs of pre-retirees and retirees. Mike Vietri, Chief Distribution and Marketing Officer, AmeriLife

**THE FREE DAY PROGRAM ENDS AT 3:00 PM**

Thank you for attending