SPEAKER SHEET

BRENDA POWELL

Top producer, Health Plan Markets

About

Brenda Powell is a top producer at Health Plan Markets. She came to Medicare from life insurance, where she sold door to door, and years in property and casualty sales. When she started, she didn't know a thing about Medicare, but she knew how to sell. In her first year she asked two Publix managers if she could sit by the baskets, and she kept going from there: store tables, community events at churches, and talks with local businesses that serve seniors. Today she has her own office, where people walk in when they see her sign, and she tries to return every call the same day. Some of her clients call her sister; one calls her mama. Her mentor, Victor, has been there from the very beginning.

What she talks about

- Educate, don't push: listening first, a needs analysis, then Medicare 101
- Prospecting where people already are, from store tables to community events
- Building a name in the community, one returned call at a time
- Competing only with yourself
- Getting a mentor early

In her words

> **"The less I talk to them, the more they come back to me."**

> **"Compete with only yourself and build knowledge, because knowledge is power."**

> **"My phone goes with me wherever I go."**

As featured on

Closed with Justin Jacobs, Season 4, Episode 2: *She Wasn't My Pick*