WHY AGENTS ARE SCARED TO OFFER IT

10:30 So why do you think that agents, or what are they missing in this? Why do you think that they're just kind of maybe even scared to offer these products? What do you think is happening in their mind? I feel like once the main product is out of the way, whether that's a Medicare Advantage plan or whether that's the ACA plan, they feel like if they talk about anything else, whether that's dental or vision or Advantage Guard or accident or critical insurance, any of the supplements, right? They feel like they don't want to sound like they're selling. Right. So instead of talking about it afterwards, you want to implement it in your sales. Okay. Talk about it beforehand. Explain that, hey, this is a product, but the product is not really complete. Without this other part. So plant the seed during that initial conversation. Correct. It's not a bad thing to explain it to them afterwards, but I would say it's not the best way. The best way is to talk about it from the beginning so that they understand the need for it with the core plan.

11:33 What does that look like? How would you kind of bring that up during the conversation? So you want an ACA example or a Medicare example? Let's start with Medicare. Okay. So with a Medicare example, exactly what we spoke about, when I'm presenting the plan, I would talk about, you know, you're already going to talk about the emergency room co -payment. Right. You're already going to talk about the inpatient, the ambulance, everything that is offered on Advantage Guard. So as you're speaking about it, let them know that these are co -payments that are large, right? Don't let it just be an elephant in the room. Explain it to them that, hey, I understand on this PPO plan, co -payment is $400 a night in the hospital, right? Some agents, they'll just say that it's $400 a night and then move on. But I would not do that. I would basically let them know that, hey, it's $400 a night. However, we have a solution to that issue. And the solution is the Advantage Guard. So I'm implementing the ancillary within the sale, within the presentation of the core.

12:37 So for an agent that may not know how to do cross -selling, never done it before, this is new territory for them, you know, and I've heard it too, like, oh, I don't want to mess up the main sale. What do you recommend them or how do they get started in cross -selling? The way you have to get started in cross -selling is you kind of just have to offer it. You know, make it part of your routine. I feel like every agent has a routine on what to talk about from the beginning of the call to the end of the call. So you have to find a sweet spot within that call to talk about the ancillary product. You, of course, don't want to push anything on a client because once you start pushing something on a client, the client will

sense that and then you are at risk of losing the main sale. So it's kind of an art of having to present it in a way where the client doesn't really feel like they're being sold. Yeah. You're adding value and I think that's the biggest thing too. A lot of agents are after the sale, right?

13:40 Like, we get it. But if you're coming at it from the value perspective, like, this is going to save you X or this is going to add X, Y, and Z to your portfolio. And I love the way that you positioned it where it's, you know, the main thing is part of the puzzle. It's not the whole puzzle. Yeah, absolutely. So walk me through an ACA example. What would that look like as far as, you know, they call you up, maybe you've got a plan for them, maybe you're kind of moving them in a different direction. What would that look like? So an ACA example would be one of the biggest issues with ACA is the large deductibles and large maximum out of pockets. So we talked about on Medicare Advantage plans, it's the hospital related co -payments. The biggest issue with ACA are those deductibles and max out of pockets. So how do we solve that issue? You offer a accident and a critical illness insurance that is going to eliminate that maximum out of pocket. So for example, if I was selling a policy with a $10 ,000 maximum out of pocket, which is very common in the ACA world right now, we would let them know that, hey, we understand that the maximum out of pocket is 10 grand, but we have a solution to this issue.

14:53 And that solution is to match that 10 ,000 with the number one reason why you would reach the 10 ,000, which is an accident. And the second biggest reason why you would reach the 10 ,000 is a critical illness, right? Such as heart attack, cancer, stroke, right? End stage renal disease. There's a whole list in there of very common critical illnesses that occur that will cause you to reach the 10 ,000 maximum out of pocket. So when you offer that and the client realizes it's only $15, $20 over their premium, they're likely to take that policy. Because without that, they know they're potentially going to have to pay the 10 grand from their own pocket. So by adding the number one value of why you would reach that maximum out of pocket being an accident and the number two value being a critical illness, why would you not take the policy? Would you take the policy? Of course. Especially if I have a family, right? Right. Like kids get hurt.

15:54 You know what I mean? Life happens. We actually just, our daughter just playing around with our two -year -old yanked her arm out and had to go to the urgent care. It was no big deal, but at the same time, it could have been a lot worse, right? So I'm panicking about that and I'm like doing the numbers in my head. I'm like, how much is this going to cost me? So how do you approach, you know, because you're not just selling one or two policies, you're kind of looking at it maybe three or more. Is that fair to say? Okay. With every ACA policy, the client is typically looking for a dental and a vision product. But it's just not talked about. And it's not being offered by the agent. Is it the client's fault that they're not asking about it or is it the agent's fault? Personally, I think

the agent is missing a massive opportunity. Absolutely. And you're the insurance agent. Correct. You're the one who is educated about the field, right?

16:55 You should drive the conversation. Absolutely. You're the one who knows what's out there in the market. The client doesn't know that, right? When you go to a car dealership, usually you don't know what type of car you're looking for. You're there to shop around and the car salesman, he's the one who explains the options and you find exactly what you're looking for. So when you're an agent, it's the same thing. You have to explain to the client that this is a need, right? Because on a traditional ACA medical plan, dental is not covered. So common problems are people are getting cavities, for example.

A machine transcript, lightly cleaned. Times are from the start of the huddle clip's section in the episode master.