SPEAKER SHEET

ROMILDA PIERCE

Owner, Health Plan Options

About

Romilda Pierce owns Health Plan Options. She came to Medicare as a single mom and grandmother helping take care of her grandson, after customer service and verification calls for Humana at a call center and a first AEP in inbound sales for UnitedHealthcare, where the positions were dissolved that December. She worked in the appointment center for Justin Jacobs' agents until, a month before AEP, he pushed her out of the nest to sell with no salary. She did about 60 enrollments that first AEP, became one of his senior agents and helped train new agents, then started her own agency with her husband as her partner. Her superpower, in Justin's words, is getting people to trust her quickly, even over the phone.

What she talks about

- Selling as education: "I'm not a salesman"
- Building trust over the phone, from the first word
- Learning Medicare without memorizing every plan
- What a new agent needs to bring to a mentor

In her words

> **"Put a smile on your face before you ever say a word."**

> **"It's the day I changed my life."**

> **"There was no nest egg. There was no nothing."**

As featured on

Closed with Justin Jacobs, Season 4, Episode 4: *I Pushed Her Out*