

Cold Calling for Medicare Supplements

- ▶ **CMS Marketing Guidelines Do NOT Apply to Med Supp Sales**
 - Must Scrub List Against Do Not Call list
 - Can NOT discuss Med Advantage or PDP unless client brings it up
 - Must then obtain scope of appointment for products to be discussed
 - AARP Agent contract specifically prohibits cold calling for Med Supp
- ▶ **Order List of all T-65 in your Town**
- ▶ **Send Them Personalized Letter**
- ▶ **Call Them to introduce yourself as local expert**
- ▶ **Set Appointments at their home or your office**
- ▶ **We Have Scripts and List Vendors**

