



**Agent Pipeline**  
AN INTEGRITY COMPANY

WHAT TO DO  
**WHEN BUSINESS  
IS SLOW**

# WHAT TO DO WHEN BUSINESS IS SLOW



For many Medicare insurance agents, the Annual Election Period is their busiest time of the year. Agents spent most of their year prepping for the October 15th through December 7th selling season. Afterward, agents may find themselves utterly exhausted from the hustle and bustle of trying to reach all of their clients and prospects and help them enroll in coverage that meets their medical & financial needs.

One thing agents forget to do is take a few moments after AEP to consider their recovery opportunities. There is a short-time frame where an agent can regroup and take a few minutes to examine their past year's success and areas for improvement.

It's no coincidence that January comes along and allows you to look at your resolutions or options for growth in the coming year!

## Here are the "must's" for any insurance agent to do when business is slow:

### *Set New Goals*

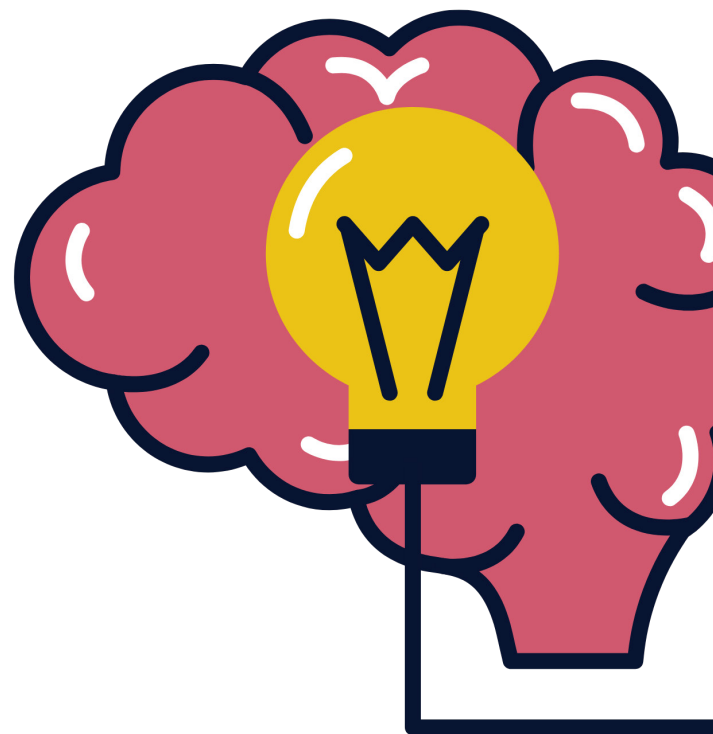
What do you wish you could do differently this year? Do you need to generate more leads? How are you doing to accomplish that? Do you need to increase your sales? What products will you offer? Did you miss out on cross-selling opportunities because you did not diversify your portfolio? Start brainstorming now and start setting new goals for the upcoming year. There is no better time than the present to plan for a successful year.

### *Launch a Referral Program*

Keep your loyal customers happy all while getting new ones! It's a perfect solution for that slow time of the year. You can offer discounts to both the original customer and the customer who was referred!

### *Maintain Your Social Media Presence*

No more excuses! You can't say you're too busy to put forth an effort in your digital marketing strategy. Start focusing on social media and keeping it up to date with current information -including your telephone number, physical address, email address, and other ways for your prospects to quickly contact you for customer service issues. Be sure to include serious information about important announcements (e.g., rate increases or other critical notices) and run a few fun contests for your clients. Make your social media page more fun & informative than sales.



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## *Plan Future Promotions*

When you know products are launching, create a spreadsheet to track consumers you have in mind to target with the new products! Planning for future opportunities and organizing your segments make life easier when you start marketing the new product launch.

## *Plan Events*

Planning events for the local trade shows, county fairs, or festivals can be a great tool to help you generate more business. A great way to get started is to look at your city or county's calendar of events, register for those you wish to attend, and set up a booth!

## *Get Involved with Charity*

Nothing feels better than giving back, always operate under the philosophy, "to keep what you have, you must give it away!" Insurance agents should always give back better guidance and opportunities for their clients, but you can also help host fundraising events for causes that matter to you. It's a great way to stay present in the community and help others.

## *Start Blogging*

Blogging is a great tool to keep your clients engaged and up to date on industry news, local sports, and other relevant information. Be sure to blog about current events and use experiences in the field to help your clients make decisions about products & services. Create the consistent branding and reputation you wish to present.

*Don't know where to get started with your after AEP planning?*

**Give us a call, and we can have a more in-depth chat about creating your marketing plan today! Call [800.962.4693](tel:800.962.4693) now, or [click here to learn more.](#)**

