



Medicare Advantage Sales Action Plan
Sales Action Plan

Marketing/Sales Strategy	Carriers	What you need to do	50	100	150	250 +
Provider Relationships	Non Carrier Specific; make sure you are appointed with carriers of PCP you select	Identify and "connect" with physicians' offices; Become a resource	1 Physicians' offices	3 Physicians Offices	4 Physicians' Offices	4 Physicians Offices
Leads	United Healthspring Wellcare	Referrals; have a s many channels as possible				
Community Organizations	Non Carrier Specific	Set up table inside site; do education events; become a resource for the community.	2 community centers and/or faith based organizations	4 community centers and/or faith based organizations	5 community centers and/or faith based organizations	5 community centers and/or faith based organizations
Sales Seminars	United; Certification with B-Connect	Identify and negotiate sales seminars presentation location; schedule seminars	2 locations in 2 different zip codes	3 locations in 3 different zip codes	4 locations in 4 different zip codes	4 locations in 4 different zip codes
Retail Program	United Aetna	Participate in 1 + stores	1 Store	1 Store	2 Stores	2 Stores
Turning 65	Non Carrier Specific	BRC for T65; Welcome to Medicare Presentation. Become familiar with MDS	100 BRC's per month	200 BRC's per month	300 BRC's per month	Mail to all T65 in your area. All year long
Dual Market	Non Carrier Specific	Phone for LIS and Medicaid help. Become familiar with MDS	4 hours per week	8 hours per week	12 hours per week	10 hours per week all year long
Internet Sales	Wellcare	Set up website				

1. Watch and download for future reference the **Grassroots Marketing Campaign** Presentation on the LHTMS. This presentation is valid for any type of marketing strategy.
2. For Providers Relationship strategy, download and watch the **Marketing to Medicare Advantage Provider Partners** presentation.
3. For Community Organizations strategy, download and watch the **Marketing to Faith Based Organizations** presentation.
4. For dual Market strategy, download and watch the **Expanding Your Prospect Pool Through the LIS and MSP** presentation.
5. Become familiar with BRC and MDS.
6. Watch the **Opportunities for MA during Lock-In** for yearlong marketing and sales.