



Medicare General Enrollment Period January 1 - March 31

While this enrollment period runs at the same time as the Medicare Advantage Open Enrollment Period, the General Enrollment Period is for those individuals who need to sign up for **Medicare Part A and/or Part B**. Individuals are able to enroll January 1 – March 31 each year if both of these apply:

- they didn't sign up when they were first eligible; and
- they are not eligible for a Special Enrollment Period.

Medicare coverage will start July 1. Beneficiaries may have to pay a [higher premium for late enrollment in Part A](#) and/or a [higher premium for late enrollment in Part B](#).

Marketing Tips

Now is a great time to develop your marketing plan for the year. Start with analyzing your results from last year.

- What worked and what didn't work?
- How many sales did you have?
- What was your close ratio?

Once you have your numbers organized, set a sales goal for this year. Create a plan to achieve your monthly goal.

Work with your Broker Sales Manager

Your Broker Sales Manager has a wealth of industry experience and can help you build a plan to grow your sales. Reach out to them today to set up a meeting. [Click here](#) to download CareFree's sales contact list.

Community-based marketing

There are opportunities to have tabletop events within your own community at pharmacies, grocery stores, food pantries, community/senior centers, SilverSneakers gyms, places of worship, small businesses, and VFWs.

Advertise your event in local publications, by posting flyers throughout the community, and/or doing a targeted mailing. Check

our [website](#) for available pieces.

Working your book of business

The easiest sale is to someone you already know. Make sure all your clients know you sell Medicare and have a few of your business cards so they can recommend you to a friend. Talk to your Medicare clients about enrolling in a Hospital Indemnity Plan or Cancer Plan for added coverage. This not only provides additional income, but helps to solidify your relationship.



Training At Your Fingertips

Watch this video on CareFree's tools to marketing compliantly, effectively, and inexpensively.



Weekly Webinars

This month's webinars focus on Marketing, Selling During OEP and other Election Periods, Working Your Book of Business, Understanding Special Needs Plans, and Needs Analysis. [See our full schedule and register for an event.](#)

CareFree Insurance Services
888-549-4800
Monday - Friday, 8:30 AM - 5:00 PM ET
agentservices@carefreeinsurance.net

1600 SW 80th Terrace, Plantation, FL 33324

©2020 Carefree Insurance Services, Inc. All information provided is for Agent Use Only and not intended for public distribution.

[Terms of Use](#) | [Privacy Policy](#) | [Unsubscribe](#)