

## 10 Tips to Improve Your Business in 2010

- 1. Capitalize on Change** – Modernized Medicare Supplement, estate tax changes, a possible government long-term care program, continued recovery in the markets and, of course, health care reform are all expected in 2010. Are you positioned for success?
- 2. Use Protection** – Watch out for new HIPPA privacy standards that go into effect for agents and brokers on February 17th, 2010. Senior Market Sales uses Zix Corporation (as do Aetna, CIGNA and hundreds of other insurance and financial entities) to secure our e-mails and stay in compliance. You can get secure e-mail and become compliant by going to [www.zixencryption.com](http://www.zixencryption.com).
- 3. Diversify** – If we learned anything from the recession and its aftermath, it's that it helps to have a diversified product portfolio. A lot of annuity producers had to scramble last year when their go-to carrier pulled its products off the market. Make it your New Year's Resolution to work with a marketer this year to diversify your product portfolio.
- 4. Get a System** – Agents who use our [Retirement Reality Check](#) system consistently have increased their income by an astonishing 141%! RRC helps you create a no-pressure, educational sales approach with your clients and a repeatable process that you can master.
- 5. Stay in Touch** – Many agents are so focused on prospecting for new clients that they forget about the ones they already have. Keeping in touch will lead to more sales and more referrals down the road.
- 6. Get a Web Site** – It's not even an option anymore; your prospects expect you to have a web site. Senior Market Sales can set up and maintain your web site for as little as \$75 a year! [Click here for more information.](#)
- 7. Find Your Unique Selling Proposition** – How can anyone else know why they should buy from you if you don't know yourself? What do you offer that your competitors do not? Make this a prominent part of your marketing message and sales presentations.
- 8. Expand Your Market** – With online sales platforms like [eSignature](#) becoming more accepted among clients and carriers, agents no longer have to limit themselves to only helping clients who are within driving distance.
- 9. Get a LinkedIn Profile** – It's like putting your resume online and having it be the first thing that shows up when someone Googles your name (unless you have a very common name or you share a name with someone more "famous" than you). Plus, you can connect with other professionals like the [Senior Market Sales Group](#).
- 10. Listen** – Make it a point to talk less and listen more during your appointments. If you truly understand the client's needs, you're not selling them something, you're solving a problem.