

## **[How to Sell Health Insurance in Post Health Care Reform](#)** *(click to go to original article)*

- *This article first appeared in Agent's Sales Journal, January 2012*

**I'm not Nostradamus but....**

**I am going to go out on a limb and predict that the world is not coming to an end. Contrary to the many radio, internet and Mayan calendar theories that you may have heard, I think we have millions of years left on this wonderful planet!**

**Another prediction I'm going to make is that insurance consumers will always need insurance professionals. 2014 will be here in a flash and with that comes President Obama's sweeping Health Care Reform bill or PPACA. It does not matter if the bill actually becomes law or not, consumers need us and we in turn need them.**

**Tens of thousands of agents have decided to abandon the insurance industry at a time when there is more business to write and at a time when consumers are actually asking to buy health insurance! Health care exchanges, buying through government websites or whatever method they come up with will not alleviate the need for an educated insurance professional to walk the clients through the buying process and sell health insurance coverage. Will your commissions on health insurance be affected? Sure they will! They already are but that is no reason to end your insurance career. I am astonished by the reaction that some of my colleagues have had since Healthcare Reform passed.**

**I would like to name a couple products that you can buy online without a salesperson yet for many, the complicated nature of these products make us feel that if we do not sit down with a knowledgeable representative we will somehow make a huge mistake. As you can guess I am now writing this article on a computer. After I am done working and my kids are fed there is a strong possibility that my daughter will force me to watch Dora the Explorer. When I wake up tomorrow I will be driving my car to the office where I will be finishing up another great week in the insurance industry. My three products are a computer, a TV and a car. All three products are tangible, have industry trade publications, web pages geared towards understanding and buying and all three are available for me to buy online. Yet I bought all three using a knowledgeable salesperson.**

**Numerous industry surveys have indicated that consumers will often research online but purchase offline in a store or with a Sales Rep or in our case an insurance agent.**

**Insurance is like air ladies and gentleman. It is an intangible product that can be complicated, expensive, hard to obtain and sometimes you feel like you either don't have the right kind or that you need more. I'm sorry to be so corny but insurance coverage is protection against injustice in an unjust world. Insurance is more than just major medical, life insurance, critical illness or accident coverage. Insurance is the invisible blanket of financial and medical protection that we fall asleep under every night. It is the extra layer of work clothes that gives us the ability to earn an income each day. Insurance almost always will be a person to person sale. It has evolved from the kitchen table to clients and insurance professionals finding the right coverage over the phone, through web sharing technology and through website links that are sent to the client. In all of those cases a knowledgeable insurance professional is still involved in the sale.**

**Many insurance professionals believe that if Health Care Reform becomes law that clients will buy their major medical through a website that completely cuts out the agent. The last time I checked there are very few consumers that know the difference between a co-payment and co-insurance. They need us to walk them through an extremely important purchase. Insurance is a purchase that if not done correctly could have catastrophic effects for them and their family. The purchase of quality insurance is far more important than the 3 tangible products I named**

earlier in the article! So maybe your commissions drop on the major medical insurance or maybe you get paid a flat fee for a major medical enrollment. Who cares! How many of you just sell major medical insurance to your clients? How many of you feel that a stand alone major medical does your clients justice? It is time to become critical illness insurance specialists, accident insurance specialists, final expense insurance experts, deposit term insurance experts: you need to become an expert in the ancillary market.

According to the Merriam-Webster dictionary the definition of ancillary is: SUBORDINATE, SUBSIDIARY: <the main factory and its ancillary plants>. I think it is time to redefine what we consider ancillary in the insurance market. When I meet with a client for a major medical sale I insist on a 3 product approach. I sell my clients a high deductible major medical plan and I make sure to explain and provide a critical illness plan and an accident plan. In the event that they suffer a critical illness I want to make sure that my clients have the financial peace of mind to not only pay their deductible but to maintain the lifestyle they have become accustomed to. In the event they suffer an accident I want to make sure they have access to air ambulance, any doctor or hospital they need and the money required to not only pay the deductible but to get rehabilitation so they can be as good as new!

My main products are critical illness insurance and accident insurance. My ancillary product is major medical insurance. One without the other two does not make sense to me and does not make sense to the financial well being of my clients. I sell air for a living and it can be pretty darn complicated. I have the knowledge and licenses to provide my clients with the best possible insurance products in the marketplace and the experience to provide them with what meets their individual needs. I will not be replaced by a website for two simple reasons:

1. The insurance consumer will always have questions that cannot be answered by a pop up window.

2. I will not let that happen.

Well I am off to drive home to my family, watch TV with my kids and to hopefully stay off the computer for the rest of the night. If you have any questions remember to ask your friendly neighborhood insurance professional.