

TOP 5

Sales Tips & Strategies

Pro tips from the Ameritas sales team

Individual dental insurance is the perfect supplement to Medicare, giving your clients full-body, comprehensive coverage. To make the sale as easy as possible, we've put together our best sales tips—the sale should practically make itself.

#1

Ask the important questions.

Get them thinking about their dental needs by asking questions like, “How do you plan to pay for dental expenses?” “What type of plan are you looking for?” “Do you need features like LASIK, teeth whitening or hearing care?”

#2

Use social media.

Connect with clients and potential clients by sharing compelling information about wellness and benefits.

#3

Make it easy.

Use your agent shopping URL to make sales a breeze. Include the link on your website and email signature so clients can enroll with just a few clicks.

#4

Showcase the savings.

The numbers speak for themselves. Ameritas dental benefits provide real savings as soon as the first day.

#5

Emphasize the Ameritas difference.

Day-one coverage, one of the nation's largest networks, and an easy agent- and client-friendly enrollment process. What's not to love?

With these tips, this will be your best Annual Enrollment Period yet! Visit [explore.ameritas.com/agentmarketing](https://www.ameritas.com/agentmarketing) for great resources to share with your clients.