Annuity Prospecting Toolkit for a Health Insurance and Medicare-Focused Agent

1. Ideal Annuity Prospect Profile

Your best annuity opportunities are often clients who already trust you for health coverage and retirement-related decisions. Within your book, look for:

Pre-retirees and retirees ages 55–80 who:

- Are approaching retirement or recently retired
- Are rolling over 401(k), 403(b), TSP, or IRA assets
- Have large balances in savings, money markets, or CDs
- Are concerned about market volatility
- Want predictable income in retirement
- Are worried about outliving their money
- Prefer safety and stability over aggressive growth
- Have inherited money and do not know what to do with it
- Have sold a business, property, or other asset and want to protect proceeds
- Want to leave assets efficiently to a spouse or beneficiaries

Especially strong prospects in your current client base:

- Medicare clients who are newly retired
- Clients turning 65 and making broader retirement decisions
- Clients asking about budgeting, premiums, prescription costs, or fixed retirement income
- Clients who mention "being conservative" or "not wanting to lose money"
- Clients with expiring CDs or underused cash reserves
- Clients who say they "need income they can count on"

2. Triggers That May Signal an Annuity Opportunity

You do not need to force the annuity conversation. You just need to recognize the moments when it fits naturally.

Life events

- Turning 65
- Retirement within 12 months
- Recently retired
- Death of a spouse
- Divorce
- Inheritance

- Sale of a home, business, or farmland
- Receiving a pension lump sum
- Job loss or transition
- Rollover from employer plan

Financial triggers

- CDs maturing soon
- Large cash sitting in checking or savings
- Anxiety about stock market losses
- Need for more predictable retirement income
- Desire to reduce uncertainty
- Concern about required withdrawals from retirement accounts
- Need to reposition part of a portfolio more conservatively
- Desire to protect principal while still earning interest
- Interest in leaving a legacy to family

Conversation clues

Listen for phrases like:

- "I don't want to lose what I've built."
- "I'm too old to take big risks now."
- "I need my money to last."
- "My CD is coming due and rates aren't exciting."
- "I want income I can count on."
- "I don't know what to do with this old 401(k)."
- "I want to keep things simple."

3. Natural Ways to Transition Into the Annuity Conversation

Your goal is not to "sell annuities" in a health or Medicare meeting. Your goal is to identify whether the client has a broader retirement planning need.

Soft transition examples

- "As we talk about your Medicare coverage, it's also helpful to make sure your overall retirement plan supports your monthly income needs."
- "A lot of clients your age are also reviewing how much of their savings is exposed to market risk. Has anyone helped you look at that recently?"
- "You've done a good job preparing for healthcare costs. Have you also reviewed where your retirement income will come from each month?"
- "Many people turning 65 are also deciding what to do with old IRAs, 401(k)s, or maturing CDs. Is that something you're dealing with too?"

- “Since fixed expenses matter more in retirement, some clients want part of their money positioned for safety and predictable income. Is that worth exploring for you?”

Positioning language

Use phrases like:

- “It may make sense to review”
- “One option to consider”
- “For the right client”
- “Depending on your goals”
- “As part of a broader retirement income conversation”

Avoid language that sounds absolute or overly promotional.

4. Prospecting Ideas You Can Use in Your Existing Business

A. Annual Medicare reviews

During annual reviews, add 2–3 broader retirement questions:

- “Has anything changed with your savings, retirement accounts, or income needs this year?”
- “Do you have any CDs or retirement accounts coming due soon?”
- “Are you comfortable with how much market risk you’re taking right now?”

B. New-to-Medicare appointments

Clients turning 65 are already in decision-making mode. That creates a natural opportunity to ask:

- “Besides healthcare, what other retirement decisions are on your plate this year?”
- “Have you reviewed your income plan and how much of it is guaranteed?”

C. Policy check-in calls

Short check-in calls can uncover opportunity:

- “I’m reviewing your coverage, but I also wanted to ask whether anything changed financially — retirement date, investment concerns, or money becoming available?”

D. Referral conversations

Ask for introductions with this angle:

- “If you know anyone turning 65, retiring soon, or reviewing old CDs or IRAs, I’m happy to be a resource.”

E. Educational outreach

Send short emails or postcards on topics like:

- “Turning 65? Don’t overlook your retirement income plan.”
- “CD coming due? It may be time to review your options.”
- “Retiring soon? Make sure part of your savings is positioned for stability.”

F. Cross-sell moments after trust is built

Once you help a client solve a health coverage issue, ask:

- “Would it be helpful to also review whether part of your retirement assets could be positioned more safely?”

5. Sample Conversation Starters and Soft-Sell Scripts

Simple opener

“Since many of my Medicare clients are also reviewing retirement income decisions, I like to ask a few broader planning questions when appropriate. Would that be okay?”

CD conversation

“You mentioned you have money in CDs. When those mature, are you planning to renew them, or are you open to reviewing other conservative options?”

Market-risk conversation

“A lot of people I speak with are looking for ways to reduce risk without moving everything to cash. Have you had that conversation yet?”

Income conversation

“Do you feel good about how much dependable monthly income you’ll have in retirement, apart from Social Security?”

Rollover conversation

"Do you still have money in an old 401(k) or IRA that hasn't really been reviewed recently?"

Referral conversation

"I work with a lot of people who are navigating Medicare and retirement decisions at the same time. If someone comes to mind who could use a second opinion, I'd be glad to help."

6. Common Objections and Compliant Responses

"I already have an advisor."

"That's great. I'm not looking to replace anyone. My role is simply to help identify whether there may be a fit for a more conservative income or protection strategy, and if so, we can review it together."

"I'm not interested in locking up my money."

"That's understandable. Liquidity is important. The right solution depends on how much flexibility you want and what portion of assets, if any, makes sense to position for longer-term goals."

"I don't want market risk."

"That's exactly why some clients choose to explore annuity options for a portion of their money. The key is matching the product to your goals, time horizon, and need for access."

"I'm doing fine in CDs."

"That may still be the best fit. It can be worthwhile, though, to compare how your current strategy aligns with your income, safety, and long-term planning goals."

"Annuities are too complicated."

"Some are more complex than others. My goal is to keep the conversation simple and only discuss options that clearly match your needs and comfort level."

"I've heard annuities have high fees."

"Some annuities have explicit fees and some do not. It really depends on the product type and features selected. The important thing is reviewing the benefits, limitations, and costs in plain language before making any decision."

7. Simple Weekly Action Plan

Daily

- Ask 1–2 broader retirement questions in Medicare or health appointments
- Note any mention of retirement accounts, CDs, savings, or income concerns

Weekly

- Review your client list for:
  - Turning 65 soon
  - Recently retired
  - Renewal review appointments
  - Known conservative clients
- Reach out to 10 clients with a soft review offer

Sample outreach message

"I'm reaching out because many clients are reviewing not just healthcare coverage, but also retirement income, old IRAs, and maturing CDs. If you'd like, I can help you review whether your current plan still fits your goals."

Monthly

- Host a simple educational conversation
- Send one client-friendly email on safe money, income planning, or CD alternatives
- Ask every satisfied client for one introduction

Short Client Fact Finder to Identify Annuity Opportunities

You can use this in conversation, as a worksheet, or as a simple intake form.

Retirement & Income Snapshot

1. What is your current age and planned retirement age?

2. Are you currently retired, working, or planning to retire within the next 12 months?

3. What are your primary sources of retirement income now or expected in retirement?

- Social Security
- Pension
- Investment income
- IRA/401(k) withdrawals
- Employment income
- Other

4. Do you feel confident that your monthly income will cover your ongoing expenses in retirement?

Assets & Account Review

5. Do you currently have money in any of the following?

- 401(k)
- 403(b)
- Traditional IRA
- Roth IRA
- CDs
- Savings or money market accounts
- Brokerage/non-qualified investments
- Inherited IRA
- Other

6. Do you have any old retirement accounts from previous employers that have not been reviewed recently?

7. Do you have any CDs maturing in the next 12 months?

8. Approximately how much money do you currently keep in cash, savings, or CDs for long-term purposes?

Risk & Protection

9. How would you describe your comfort with market risk?

- Very conservative
- Somewhat conservative
- Moderate
- Aggressive

10. How concerned are you about losing money due to market downturns?

11. Would you be interested in reviewing options designed to help protect principal or reduce volatility for a portion of your assets?

Income Needs

12. Are you looking for any of the following?

- Guaranteed income now
- Guaranteed income later
- Protection of principal
- Tax-deferred growth
- Leaving money to beneficiaries
- Predictability
- Alternative to CDs
- Safer part of portfolio

13. Do you expect to need additional dependable income beyond Social Security or pension income?

14. Do you want to create income that you cannot outlive, or is flexibility more important to you?

Liquidity & Planning Goals

15. How important is access to your money?

- Very important
- Somewhat important
- Not a major concern for this portion of assets

16. Do you have a specific time horizon for these funds?

- Less than 3 years
- 3–5 years
- 5–7 years
- 7+ years

17. What are your main goals for this money?

- Safety
- Income
- Growth
- Legacy
- Long-term care concerns
- Simplicity

- Other

Recent Changes or Opportunities

18. Have you experienced any of the following recently?

- Retirement
- Job change
- Inheritance
- Home sale
- Business sale
- Death of spouse
- Divorce
- Pension election
- Large cash accumulation
- CD maturity
- Market concerns

19. Have you worked with anyone to review annuity options before?

20. Would you be open to a conversation about whether an annuity fits a portion of your overall plan?

Quick Qualification Guide

A client may be worth a deeper annuity conversation if they:

- Have idle cash or maturing CDs
- Are near or in retirement
- Want more predictable income
- Are conservative and worried about losses
- Need to reposition old IRA or 401(k) assets
- Want principal protection for a portion of assets
- Prefer simplicity and stability over aggressive growth

A client may **not** be a fit right now if they:

- Need full liquidity in the near term
- Have very short time horizons
- Are aggressively growth-focused
- Have no interest in longer-term planning
- Are not comfortable with the product structure after explanation

Simple Compliance Reminder for Your Use

When using this toolkit:

- Focus on suitability, goals, time horizon, and liquidity needs
- Avoid promises, guarantees without context, or blanket statements
- Present annuities as one possible solution, not the only solution
- Encourage full review of product terms, features, costs, and limitations
- Keep the conversation educational and needs-based