



CROSS-SELLING FOR MEDICARE AGENTS

KEY BENEFITS

- **Increased Income:** Earn additional commissions through supplementary product sales.
- **Improved Client Retention:** Strengthen relationships with clients, leading to higher retention rates.
- **Enhanced Competitive Advantage:** Stand out in the market by offering a wider range of services.
- **Greater Client Value:** Provide comprehensive solutions that meet more of clients' needs.
- **Increased Referrals:** Foster higher referral rates from satisfied clients who appreciate the additional services.

WHY CROSS-SELLING MATTERS

Increased Revenue: Cross-selling allows you to present additional products and services that complement your clients' existing Medicare coverage. JSA tools and resources make cross selling easy! Our approach can enhance your income through commissions on supplementary products such as Life Insurance and Annuities for your clients.

A Competitive Edge: Cross-selling sets you apart from other agents by enabling you to offer a wider array of products and services. This expanded product portfolio enhances your appeal to potential clients. With the help of your JSA Partners you can develop a competitive advantage in the marketplace.

CONTACT YOUR JSA PARTNER TO DISCUSS LIFE AND INCOME SOLUTIONS

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