

# HOW TO PROSPECT A NEW SMALL GROUP CLIENT

LEARN WHAT TO COLLECT FROM A NEW SMALL GROUP CLIENT SO YOU CAN MAKE A RECOMMENDATION THE NEXT TIME YOU MEET

**ROGERS  
BENEFIT  
GROUP**

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# SALES STATS



- **Only 13% of customers believe a salesperson can understand their needs.**
  - Too many people in sales still don't get it. It's not about you. It all starts and stops with the buyer. Good sales professionals are like a doctor diagnosing a patient's illness. If you can't uncover your customer's problems and needs, you don't stand a chance at selling them a solution.
  - <https://blog.thebrevetgroup.com/21-mind-blowing-sales-stats>
- 91% of prospects don't mind engaging with a sales rep in the early stages of their buying journey
- 50% of buyers choose the vendor that reaches out or responds to them first.
  - According to an InsideSales Lead Report

# YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION



- Don't waste the client's time!
- Avoid back and forth
- Show your efficiency
- Have an agenda
- Try to get a phone call for initial data collection and follow up with an e-mail confirmation
  - If a client is unwilling to have a 5 to 10 minute phone call to discuss, they might not be the best prospect

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# WHAT DO YOU COLLECT FROM A NEW GROUP PROSPECT?

Name and  
Location of  
Business

Census of all  
eligible  
employees

Budget

Current/Renewal  
plans and rates

Doctor  
preference

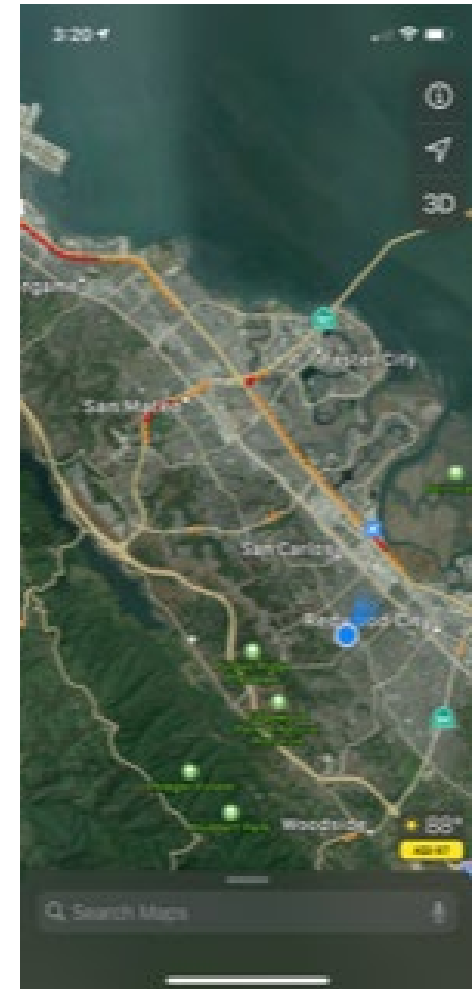
Reason the  
group is  
shopping?

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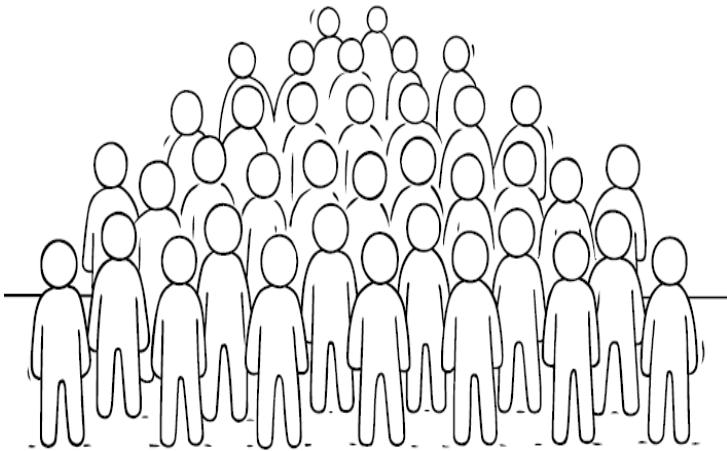
# NAME AND LOCATION OF THE BUSINESS

- Small Group medical rates are based off the employer zip code, member's ages, and plan selection
  - No discounts for healthy groups, gender, occupational code, etc....
- There are 19 rating regions in California
- Rates are recorded with the Department of Insurance
- Company must have and maintain applicable business licensure, permits, etc.. allowing the company to conduct business in California
- Get the Legal Company name, not the DBA.
  - You can check <https://businesssearch.sos.ca.gov/>
- Most carriers require 51% of eligible employees to be living in California

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# CENSUS OF ALL ELIGIBLE EMPLOYEES



- When offering group insurance, the employer **MUST** offer coverage to all **ELIGIBLE** employees
- Anyone working 30+ hours/week is considered full-time and therefore eligible
- Employer can choose to include folks working between 20-29 hours/week
- Census is a list of the eligible employees and their dependents.
  - Name, Date of Birth, Home Zip code – Need dates of birth for dependents
- Rates are age banded

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# BUDGET

- What is the employer's budget per employee per month?
  - I. E. \$200, \$500, \$1000 per employee per month?
- San Mateo County – has 581 small group medical plans
  - Any one carrier can have upwards of 60 to 70 plans
- Monthly premiums range in price from \$268.69 for a 21-year-old to \$2886.08 for a 64-year-old.
- Employers can pay either a flat dollar amount or a percentage of the premium(50% minimum)
- **How can you make a recommendation, if you don't know their budget?**

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# CURRENT/RENEWAL PLANS AND RATES

- General rule – Employer must pay at least 50% of the employee only premium
- What is the employer paying for right now?
  - What is the contribution percentage for employees/dependents?
  - What is the Base plan?
  - What plans are they offering?
  - When is the renewal date?
- Get a copy of the most recent renewal letter
- **How can you make a recommendation, if you don't know what they are paying for?**

# DOCTOR PREFERENCE



- Are there particular doctors/facilities the group must have in network?
- PPO - Preferred Provider Organization
- HMO - Health Maintenance organization
- EPO - Exclusive Provider Organization
- Out of state employees?
- How can you recommend a carrier without knowing which doctors/facilities a group needs?

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## REASON THE GROUP IS SHOPPING?



- Are there service/claim issues with the current carrier?
- Do they like their current broker?
- Online enrollment?
- Price sensitive?
- Check bid?

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**THANK YOU!**