Lead Advantage Pro®

The Next Evolution in Sales Management Tools



What is It?

Lead Advantage Pro is an all-in-one sales management tool designed by Senior Market Sales® (SMS). It was developed as a way to take prospects from lead to enrollment under one management-system umbrella.



See more prospects, close more sales and save more time when you manage your leads, quoting and enrollments in Lead Advantage Pro.

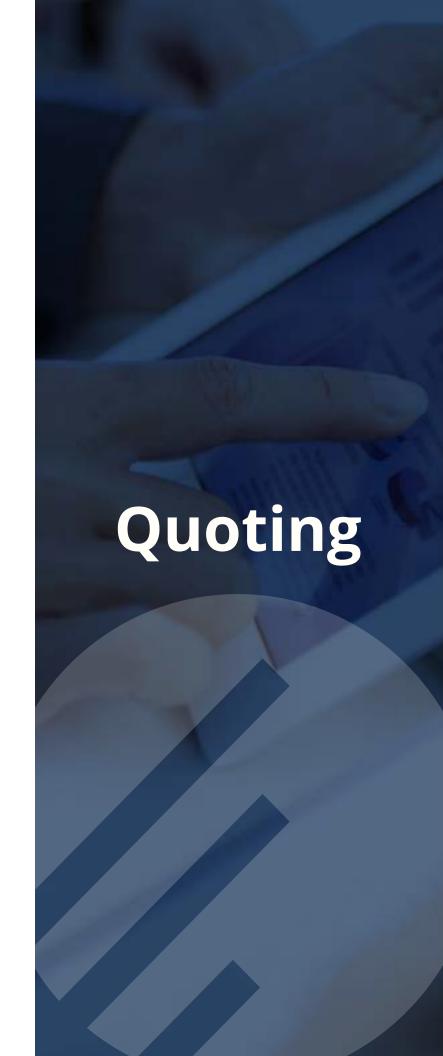


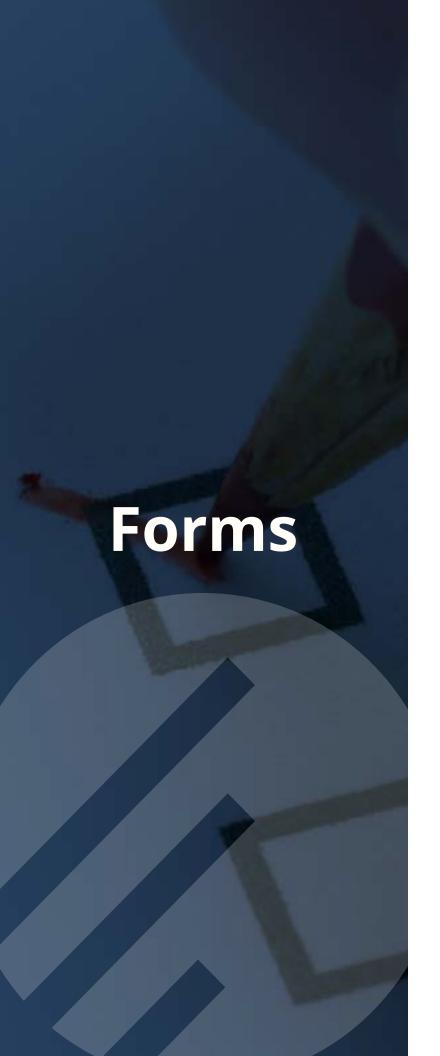
Here's a breakdown of the game-changing enhancements that will streamline your sales process.



The Lead Advantage Pro/
Phone.com integration is now
live and represents one of the
best ways to meet Centers
for Medicare and Medicaid
Services (CMS) call-recording
regulations. This user-friendly
solution is superior to many
others because it allows you
to receive and record calls
on desktop, mobile phone or
landline connections. Plus, you
can use your contacts in Lead
Advantage Pro for a quick
click-and-call strategy.

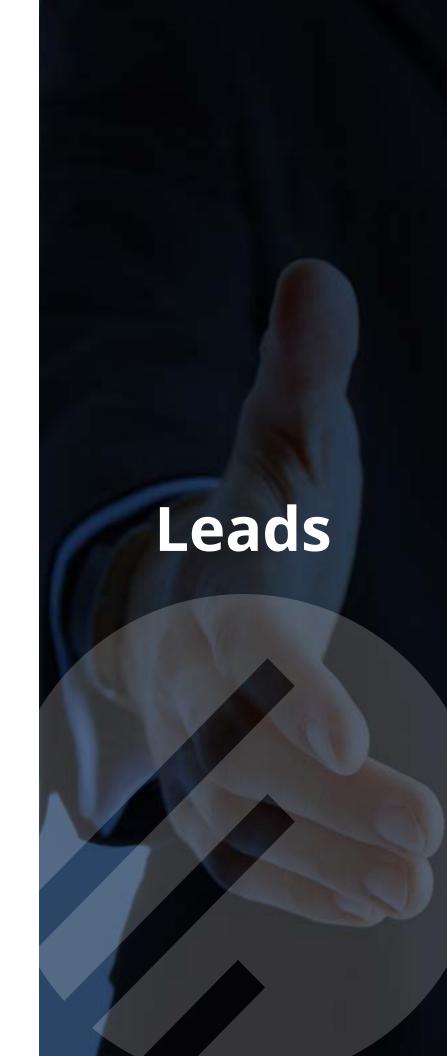
You have the capability to run instant, multi-product quotes for Medicare Supplement, Medicare Advantage, Part D, final expense, term life and dental. No longer will you have to go out to multiple sites or request quotes from multiple sources.

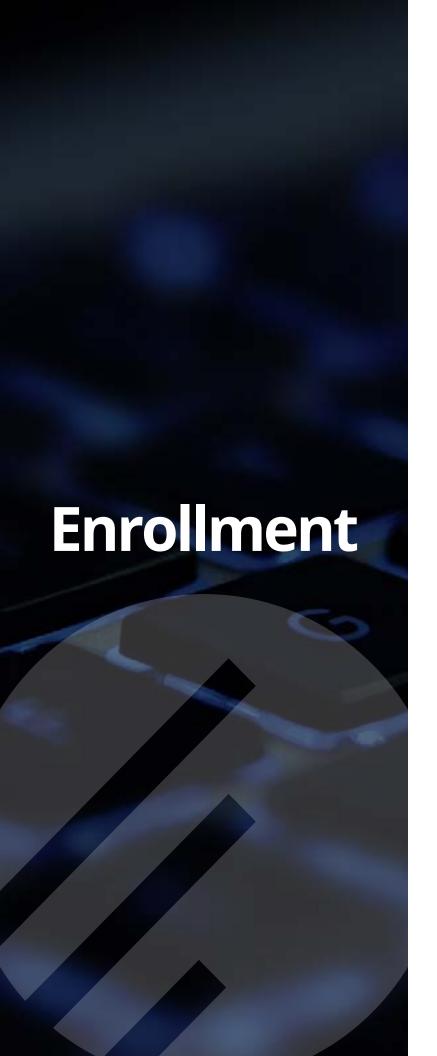




With Lead Advantage Pro, you gain access to a robust library of forms. These forms are maintained in the system and are always up-to-date. Using this feature helps ensure you are consistently using the current, compliant version.

A great feature of this system is its ability to import leads directly into Lead Advantage Pro for follow-up. Furthermore, you can manage them with customizable dispositions, an appointment calendar, notes and more. We all know good organization saves time, and nothing organizes the follow-up process like Lead Advantage Pro.

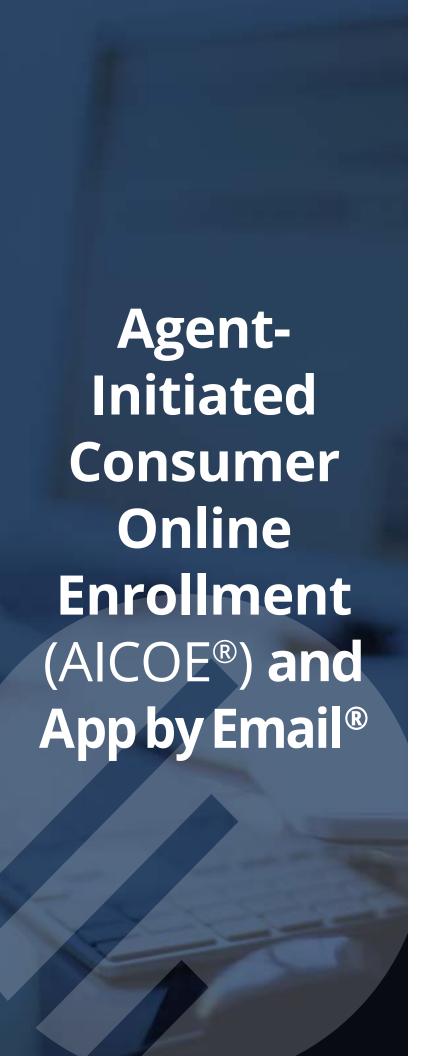




Seamlessly transition to online enrollments via carrier portal or our proprietary App by Email® and Agent-Initiated Consumer Online Enrollment (AICOE®) processes.

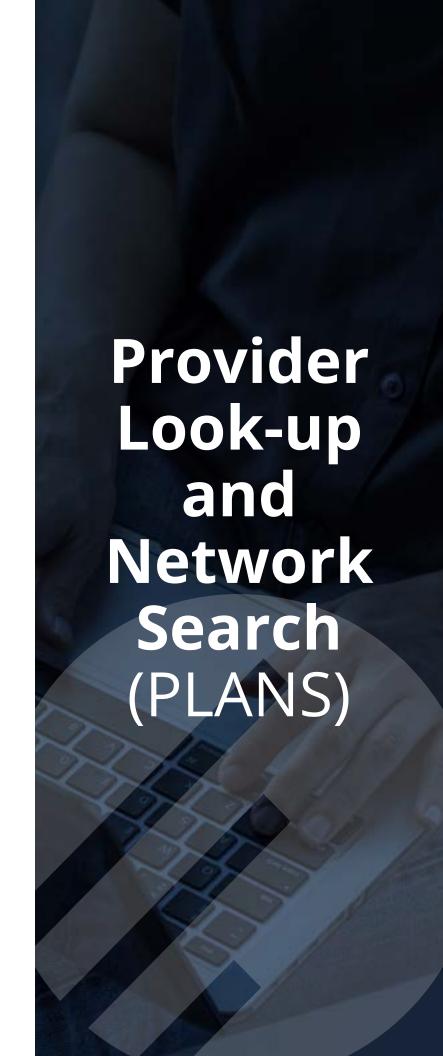
Now, there's a process approved by the Centers for Medicare and Medicaid Services (CMS) for completing SOA forms electronically. It takes mere minutes, putting you at a distinct advantage over other agents who do not have access to such time-saving options. Plus, all completed, signed and dated, SOA forms are saved in Lead Advantage Pro. These SOAs are available in PDF for the agent to provide to any Medicare plan sponsor in connection with enrollment.

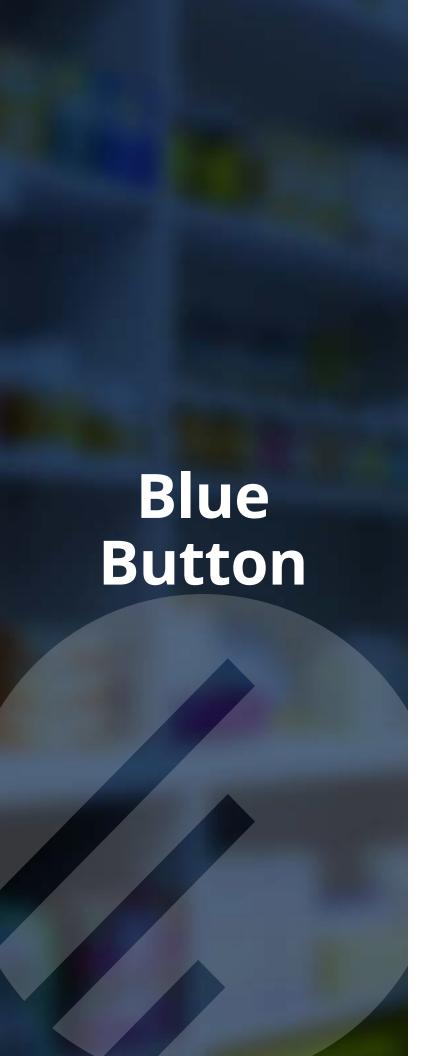




Here is an important feature.
Lead Advantage Pro has a
CMS-compliant online
enrollment process that lets
you sell both Medicare Advantage
and Part D plans over the
phone or Internet.

Locate healthcare providers by zip code, radius and/or provider type. In addition, organize data to compare plans with your client by preferred physician and/or in-network status.





Import your clients' prescription information, pharmacies and associated providers. Quote and compare plans from top carriers. Pinpoint the right plan based on your clients' prescriptions and preferred providers.

Always offer the best PDP and MA plan options by being able to quote all plans available to a particular client based on area.



How do I Get Started?

This proprietary tool is available exclusively to SMS agents. To request access, call an SMS marketing consultant at **1.800.786.5566**, or **click here**.



Senior Market Sales is a full-service insurance marketing organization (IMO)

dedicated to helping independent insurance agents leverage time, make more money and put their business in a position of distinction.