

# Wendy Sprouse



"The best part about working with Zimmer is the constant and consistent growth that I've had with finding better quality clients. Prospects are calling me now and coming in versus me spending hours each week going to find them. Since I started with Zimmer, my leads have been rock solid and my retention rate is higher than ever. I get to produce as much or more than before, but I just answer the phone now and focus on my service. I don't have to fight for every lead anymore. The marketing is working even when I am not!"

*Wendy Sprouse, owner*

## ABOUT

Known as "The Medicare Nerd," Wendy Sprouse has been in the insurance industry for over 15 years. Her passion and specialty are helping people in the mid-Missouri area navigate the world of Medicare once they turn 65. She is very knowledgeable in Medicare Supplements, Medicare Advantage Plans, and Medicare Prescription Drug Plans.



## THE PROBLEM

Like many, Wendy launched her business with guts and determination. Passionate about helping people navigate the world of Medicare, her grassroots growth strategy meant she prospected every single client herself. She spent a lot of time actively prospecting for Medicare patients she could help. Wendy knew this strategy was a short-term solution given the future business growth she was looking for. She knew a solid marketing plan was the only way to help her hit the goals she set for herself.



## THE SOLUTION

She started small with four strategically selected action plans. That proved successful, so she doubled it the next year and scheduled her campaigns around Medicare enrollment periods. She had a record year! Over time as her business continued to grow, she added to her marketing strategy and found the success she wanted all along. Finally, the phone started ringing and prospective customers came to her – she no longer needed to grind out prospecting efforts by foot for hours a day.

Her business has continued to grow. She is now able to implement Zimmer's ongoing strategic branding strategy on radio and has added sports marketing to the mix. She found that successful marketing didn't take a ton of money, just her passionate commitment to consistent advertising. Her strategy slowly grew as her business grew. The messaging provided by Zimmer creative services made her a known name with people facing Medicare questions and needing solutions.



## THE PAYOFF

Wendy has experienced a complete transformation in her business growth as a result of a slow steady marketing plan. In her first year, she grew her business by spending 40 hours a week prospecting. She added radio but started small. Over time, she's actually working fewer hours but with more success because the advertising is working for her, bringing her the appointments she needs to meet her growth goals.