

“Get Rich in Your Niche!”



Follow this 3-step process and you could quickly become the biggest local writer of whatever class of business you choose!

1. Choose a Line of Business and understand the policy conditions, exclusions, definitions and coverages
2. Understand how to complete the application then practice
3. Create a marketing program that laser-targets qualified prospects

Are You Ready to play?



General Rules	Cancellations	Exclusions	Miscellaneous	Discounts	Frontline Underwriting
\$100	\$100	\$100	\$100	\$100	\$100
\$200	\$200	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500	\$500



Always Be Cross-selling

10 Ways to double your agency income on a shoe-string budget

IF IT'S FREE, IT'S FOR ME!

Re-target prospects with 9 word e-mail message
Wes, Do you still need help with your insurance?

Re-target former auto insurance policyholders
Check online VIN for valid registration & insurance at <https://dor.georgia.gov/>

Re-target unsold quotes
Assume they bought elsewhere and contact one month before renewal

Publish eNewsletter prior to Holidays
<https://mailchimp.com/>

Request video referrals from happy clients

- Whip out your Smartphone, get permission & record referral
- Upload to YouTube with agency description and send link to client.
- Client will share with everyone!

IF IT'S FREE, IT'S FOR ME!

Birthday wishes to all

Treasure Hunt at <https://dor.georgia.gov/unclaimed-property-program>

Regularly update Facebook

<http://www.iii.org/> <http://www.insureonline.org/>

Create Promotional videos

Free Training at www.powtoon.com/edu/join-group/955E/

Update Facebook cover with video

<https://www.facebook.com/FYIExpress>

Get on Page #1 in Google Search with Promotional YouTube videos

Top 5 "Find Me" Factors for YouTube – start at 2:23 mark
<http://jeremiahdesmarais.com/youtube-marketing-hack/>

IT'S NOT FREE, BUT IT'S GREAT!

<http://mailvu.com/>

IT'S NOT FREE, BUT IT'S GREAT!

<https://www.facebook.com/business/products/ads>

SU e-Tips

How to Close More Sales

**“Ask a Closing Question
immediately after Presenting
Price in a Positive Fashion”**

Closing More Sales can be reduced to 2 sentences

- Present Premium in a Positive Fashion
- Ask a Closing Question Immediately after presenting price in a Positive Fashion
- Closing starts when you pick up the phone or greet the prospect as they enter the office
- Practice M.O.P.F.I.

Poor Sales Technique

- No connection with Prospect
- What do you get when you just quote the down payment and monthly payment?
- “Thank you. I’ll call you back if I decide to buy it from you”

Soft, Non-Threatening, Payment Introductory Phrases

- “OK, I’ve got some great numbers for you.”
- “Here’s the answer to your problem.”
- “We can provide you with all the coverages you requested”
- Terrific! I’ve got a great rate for you with one of our best programs.”

Try to eliminate “Payment” from your sales vocabulary

- “We can get you started for \$110.00 and your monthly premium will be \$83.00”
- OK, your initial amount is \$110.00 and your monthly amount will be \$83.00”
- “We can provide coverage for \$110.00 to begin with and then \$83.00 each month”

The Most Important Instruction in this Closing Tutorial

- Ask a Closing Question **IMMEDIATELY** after presenting the price in a positive fashion
- The absolute key is the word **IMMEDIATELY**
- You automatically and instantly combine “presenting price in a positive fashion” with “asking a closing question”

4 Examples of Closing Questions

- OK, I’ve got a great rate for you with one of our best programs. Your initial amount will be \$110.00 and your monthly amount will be \$83.00. **WHEN CAN YOU COME IN?**
- “Will that work for you?”
- “Does that fit your budget?”
- “We’re here from 9:00 a.m. till 7:00 p.m. What’s the best time for you to drop by?”