Insurance

Market Includes
- Independent Agents and Brokers S.I.C. 6411
- Partnership Agencies S.IC. 6411
- Insurance Companies/Corporations S.I.C. 6411
- Life Insurance S.I.C. 6311
- Miscellaneous Insurance S.I.C 6599

Market Image
- Critical – support, credibility and flexibility are important to existing clients
- Stability and long-term working relationships
- Word of mouth recommendations are important—“he/she was there for me when I needed them the most”
- Personal service and availability

Business Considerations
- Good referral source and customer
- Independent agents are a referral source to the corporate affiliation
- May offer specialized services focusing on an industry or policy type
- Competition among independent agents
- Advertising, marketing and managing records are important
- Small support staff—focused on service
- Reactive business environment
- Balances customer needs with the corporate expectations and affiliation

Departments
- Agents/Managing Partner
- Office Manager
- Billing/Finance
- Marketing
- Field Service

Tips for Managing the Account
- Uses technology—including on-scene accident/incident reporting, claims filing, client renewal cycles, etc.
- Averages 1 to 50 employees
- Important to maintain accurate customer filing systems—both automated and hard copy, including call logs
- Offer information about systems for organizing records
- Uses a tremendous amount of direct mail and stationery products to promote services and rate information
- Uses full-color business cards
- Appreciates the convenience of a single source approach
- Trust and credibility are key to building the relationship
- Lending their services in PR events is important—creates a collaborative feeling
- Typically automates their payroll
- Custom marketing solutions are important so they stand out, and independent agents often augment the corporate offering with their own
- Custom products are important, e.g., forms, checks, stationery, greeting cards, promo products, etc.
- Support their referrals—important relationship builder

How This Market Grows
- Personal touch—being there when needed produces tremendous word of mouth
- Individuals more than companies
- Partnerships and additional areas of focus, e.g., industry specialization, expanded policy offerings, personal and business, etc.
- Direct mail marketing
- Personal assistance/solutions and adding service offerings

Peak Buying Periods

Generally, not affected by seasonality
- Summer—more travel
- Winter—tougher weather conditions
- Natural disasters

Probing Questions
- Do you specialize in a particular industry?
- Describe the types of services you provide?
- How do you currently promote your services?
- Which insurance companies do you offer your clients, e.g., Farmers, AAA, Progressive, etc.
- Do you use specialized marketing pieces to augment the corporate marketing, e.g., one focused on your location/market, service offerings or specialization? If so, how it that working for you?
- How do you follow up to ensure client satisfaction?
- Do you plan to add new offerings, e.g., life insurance—if not offered, etc.?
- How many agents do you currently work with? Are they all working from this office or are they remote?
- How often do you meet with your clients?
- Do you use seasonal marketing, e.g., summer—travel, ATVs, motor homes, boats, etc.?
- What software applications and versions do you use?
- How do you attract new clients?
- How do you expand your service footprint in existing client accounts?
- Do you sponsor any events, golf tournaments, community awareness/safety events?

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Sales Approach

- Do your homework—be prepared to discuss details, e.g., dates, quantities, options, locations/offices, affiliations, etc.
- Be flexible—offer options and solutions
- Present yourself as a professional solutions provider with a personal touch
- Prefer to work with those that have a strong work ethic, are flexible and available—customers come first
- Want a collaborator in the "image" business
- Contact is typically the office manager—may end up working with the owner/agent
- Understand the scope of services offered—this is important in meeting their needs
- Just in time ordering—minimizes storage issues

Product Solutions

General Offering:
- Stationery, e.g., Letterhead, Envelopes, Business Cards
- Notecards and Envelopes
- Presentation Folders/Proposals/Policy Coverage Summaries
- Booklet/Catalog Envelopes
- Appointment Cards
- Customized Forms—Carbonless Sets

Business Management Offering:
- Filling Products, e.g., Cabinets, Folders, Labels
- Checks and Business Forms
- Tax Forms (W-2s/1099s)
- Statements
- Petty Cash
- Receipts or Receipt Books
- Deposit Tickets
- Window and Miscellaneous Imprinted Envelopes
- Endorsement and Miscellaneous Stamps
- Toner Cartridges—Standard and/or MICR

Marketing and Full Color:
- Holiday Cards and Calendars
- Renewal Cards
- Capability Brochures
- Postcards—EDDM and Targeted Mail
- Vehicle Signage—Magnetic
- Event Marketing—Banners, etc.

Larger Agencies:
- Newsletters—corporate
- Regional Postcards/Brochures.

Services:
- Check Fraud Protection—EZShield®
- eChecks
- Design Services
- Mailing Services
- Rush Services

Promotional Items:
- Pens
- Mugs
- Key Chains
- Magnets
- Event Items, e.g., golf balls
- Blankets
- Towels
- Water bottles