



SOFT MARKET SUCCESS STRATEGIES

Selling New Clients In A Soft Market

ridiculously amazing
INSURANCE AGENT



WELCOME

Today in Soft Market Strategies, we want to give you:

- Prospecting
- Sales Process
- Selling More Per Lead
- Recycling

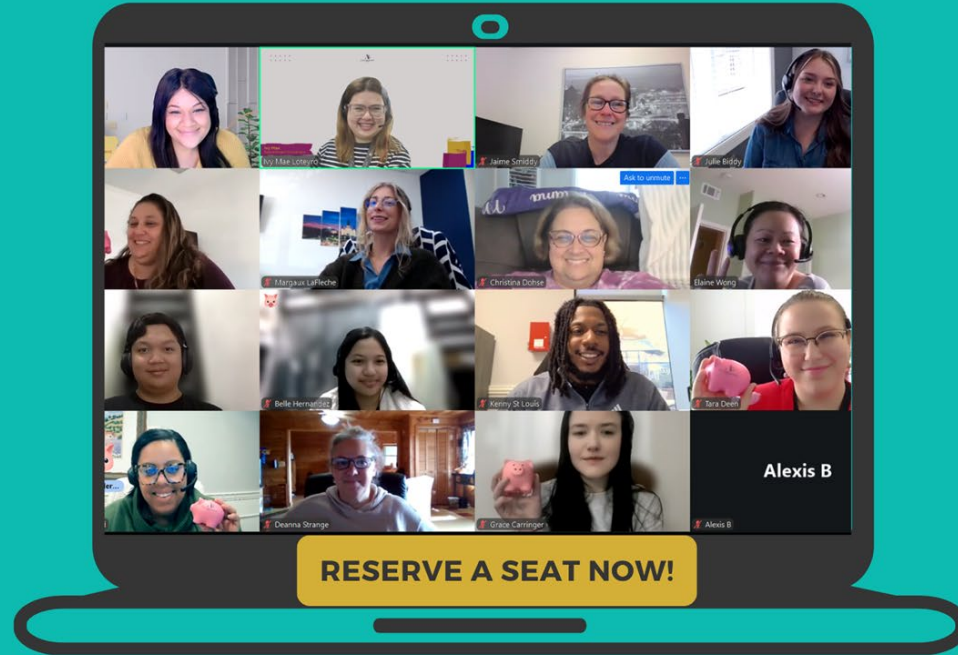


WHAT IF IN YOUR AGENCY...

- You were consistently working lost customers, past unsold quotes and X dates?
- You had a clear prospecting strategy that generated new target opportunities monthly?
- You had agency standards to know what to walk away from?
- Your team had a clear sales process not just a quoting process?

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Get The Slides to Follow Along
QR Code Not Working Try:
[https://bit.ly/Soft - Mrkt - Sales](https://bit.ly/Soft-Mrkt-Sales)

GET TO KNOW EACH OTHER: STEPHEN HARRINGTON-DESCOTEAUX

- I have been a Property/Casualty agent for over 20 years.
- I believe that consistent training and solid procedures are the foundation of a successful agency, and that everyone can be successful with proper training and coaching.
- I use my management and AMS experience to help you become ridiculously amazing and reach your full potential.
- Our #1 goal at APP is to help agencies become ridiculously amazing—and time management is a BIG part of that.



OUTSELLING THE MARKET

Prospecting



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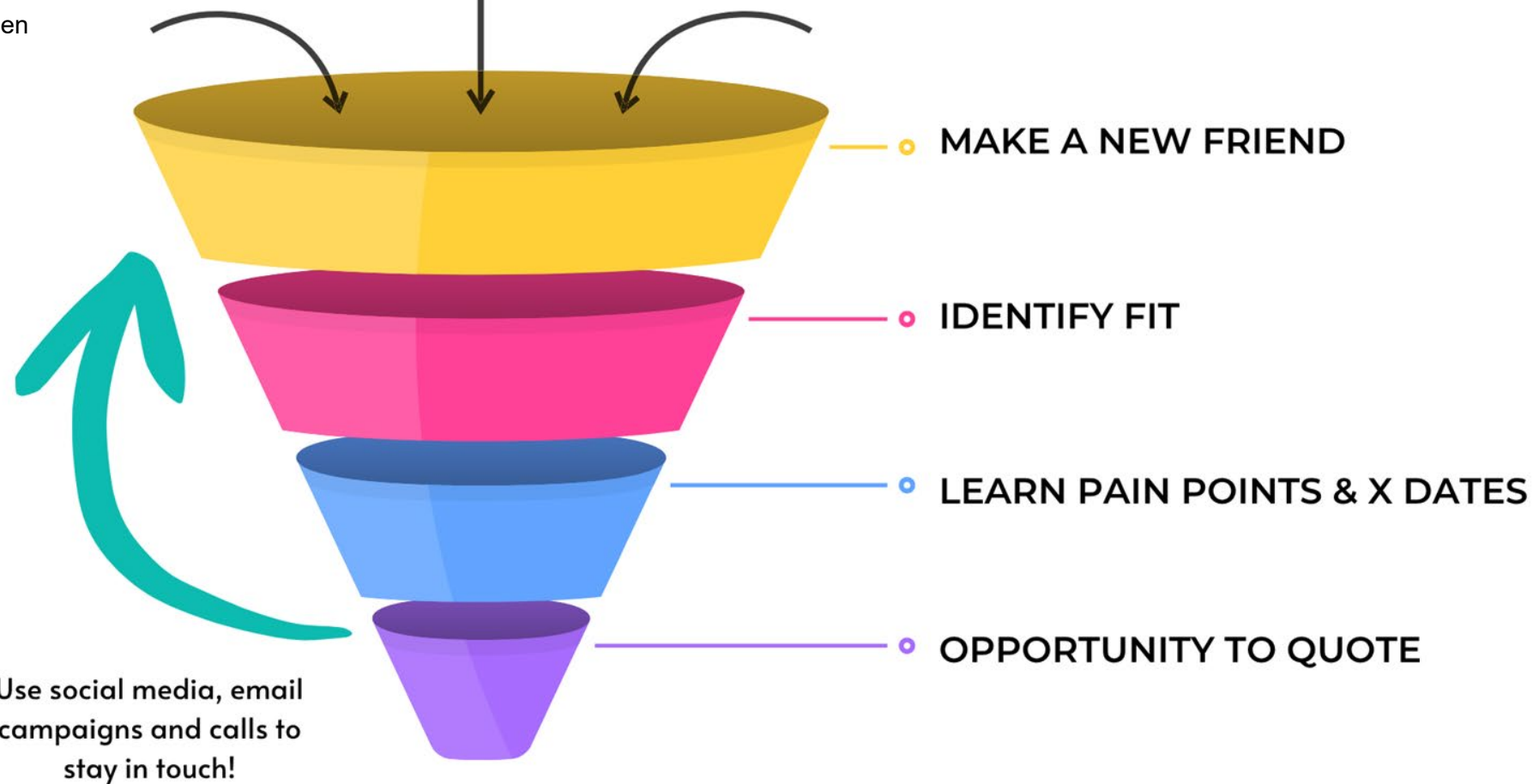
FILLING YOUR TEAM'S PIPELINE

- ✖ Unsold Qualified Quotes
- ❤️💰 Referrals via “I Love You” Calls
- 🙋 Qualified Customers Who Left
- 📅 Certificate Requestors
- 🔄 Center of Influence
- 🎵 Marketing
- 🧑 Working the Current Book for Referrals
- 📞 Outbound Calls
- ☔ Drop-Bys
- 🤝 Networking
- 🔍 Niche Marketing
- 🎤 Social Media & Branding
- 📍 XDating & Working Your XDates

YOUR GOAL

- Make a new friend:
 - *but caution, you don't want to land in the friend zone only*
- Find common ground
- Learn about their insurance experience and find any pain points
- Obtain their expiration date
- Work to book a fact - finding appointment
- Identify if it's an opportunity that fits your objectives

Stephen



YOUR GOAL IF THEY AREN'T READY: BE THE FIRST PERSON THEY CALL WHEN THEY ARE



10	Decision Maker	10
20	Contact Info For Decision Maker	20
30	Expiration Date	30
40	Where They Have Their Insurance	40
50	Copy Of Their Policy	50
40	Loss Runs	40
30	Submission	30
20	Quote Presentation	20
10	Overcome Objections	10
10	Bind	10





How good is your agency at prospecting consistently?



SALES PROCESS



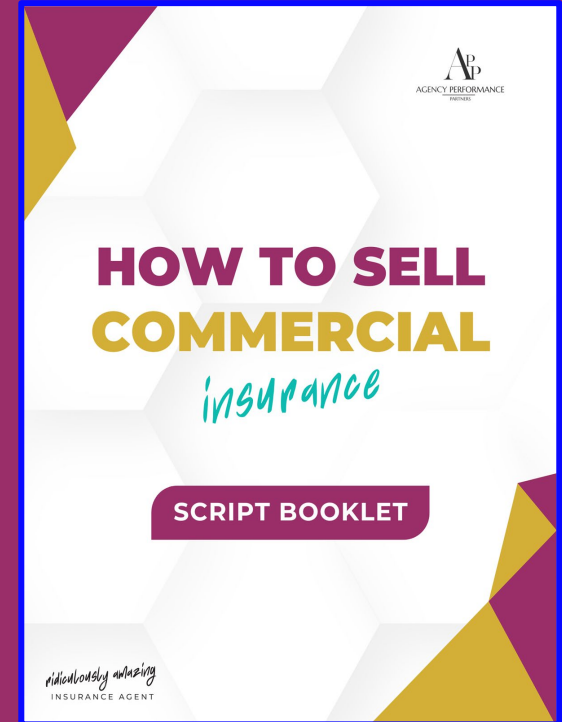
The best agents find time to prospect because they understand the best use of their time is filling the top of the funnel. It's your insurance policy for months and years to come.

WOULD YOU LIKE OUR PRINTED PROSPECTING SCRIPT BOOKLET?



Provide Us Your Address!

<https://bit.ly/Ins-Prospecting-Script>



OUTSELLING THE MARKET

Sales Process



AGENCY PERFORMANCE
PARTNERS

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SALES PROCESS – WHY YOU NEED ONE

- 📌 Consistency drives efficiency
- 💰 You will sell more insurance
- 🛠 Diagnose and fix sales speedbumps
- 📊 You can easily track metrics
- 💎 Leads cost money
- 🔄 Without one, people do what they want, in that moment



WHAT IS A SALES PROCESS?

- 🧦 A set of important steps you take to complete a sales cycle
- 📣 Many agencies have a quote process, but lack a sales process
- 😊 Sales process includes awareness, rapport, qualification, quoting, presenting, objections, binding, and introducing service
- 🕒 Allows you to do the right actions at every step
- 🍂 Stops opportunities from falling through the cracks
- 🛑 Avoid sales traps that stop sales
- 🔑 Identify potential objections and work around them
- 👑 Be impressive



SALES PROCESS VS. QUOTE PROCESS

With a Sales Process

- Greater efficiency **less practice quoting**
- **Increased revenue** greater revenue per lead
- **Assess & improve** diagnose sales challenges
- Intentional customer **experience**
- Your agency will have **consistency & predictability**

Without a Sales Process

- More quotes but less **sales**
- **Missed opportunity** by not getting ALL policies
- **No structure** means we can't solve sales challenges
- Quoting process sales are based on **price**
- Sales will be by chance rather than **strategy**



SALES PROCESS



Build Rapport

Step 1

Find common ground



Find Pain Points

Step 2

What's going on more than price



Qualify the Risk

Step 3

Make sure the lead meets standards



Gather Information

Step 4

Underwriting information & set expectations



Quote Plan

Step 5

Options, carrier placement, prioritize quotes



Present The Quote

Step 6

Carrier, features, options, monthly investment



Embrace Objections

Step 7

Ask for objections



Follow Up

Step 8

Follow up, break up & recycle



Bind The Policy

Celebrate!

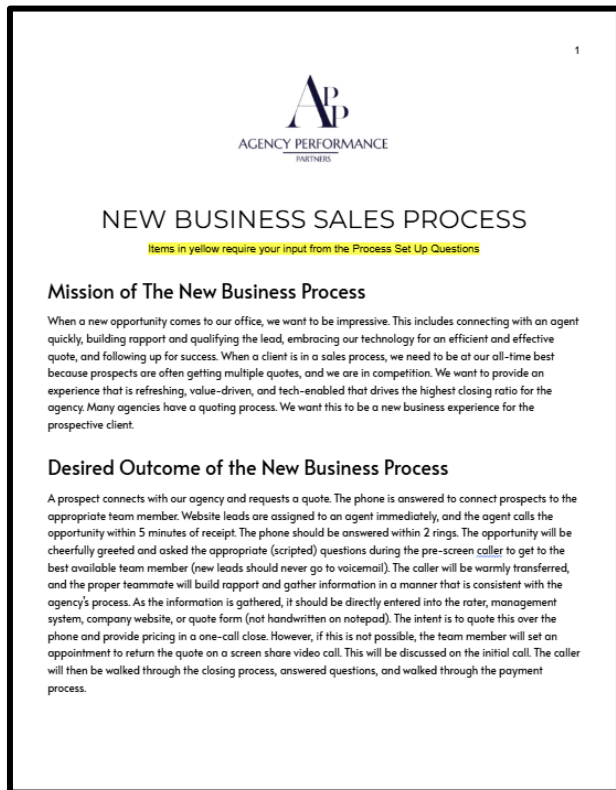


Referral & Round

Step 9

Referrals, rounds and introduce service

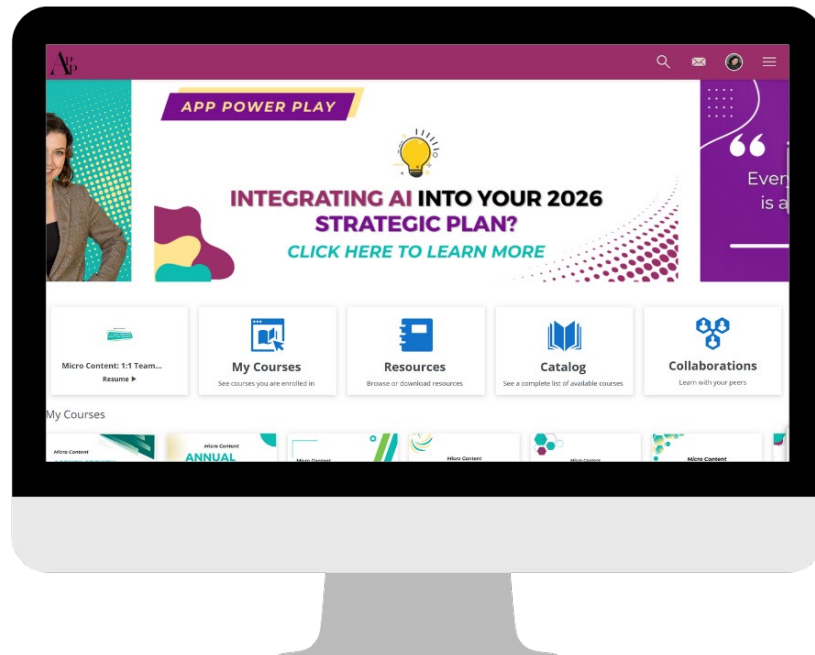
WOULD YOU LIKE OUR SALES PROCESS GET OUR SLIDES AND RESOURCES!



[Click Here: Sample Sales Process](#)

QR Code Not Working Try:
[https://bit.ly/SoftMkt - Retention](https://bit.ly/SoftMkt-Retention)

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