

## 52 More Prospecting Tips for 52 More Weeks

By [Staff Writer](#)

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Last December, we brought you [52 of the best prospecting tips from insurance producers and other professionals](#). They came from far and wide — from email, from comments posted on our online articles, from past coverage, and from conversations.

Now, we've gone out once more to uncover 52 more great prospecting ideas from the people who've been where you are today. Everybody knows prospecting is tough, especially when so many challenges seem to have converged at one point. But we want to make it easier — which is why we've collected enough new nuggets of knowledge to take you through 2011.

Some of these tips were sent to us by readers; others, we pulled from ASJ stories run in print and online throughout the past year. Have your own to share? Send them to us at [ASJeditor@AgentMedia.com](mailto:ASJeditor@AgentMedia.com), or join the conversation in our comments section below.

### General prospecting tips

1. [Go after life-changing events](#), like people who just got married, just bought a new home, just had a kid, just went to a funeral, or just went through a life-changing event.

— *Mark Rosenthal, Rosenthal Financial Services*

2. [Develop a target/niche market](#). In my world, we focus on specializing in a sales concept, such as survivor needs, mortgage acceleration/coverage, wealth transfer, [charitable giving](#), [universal life](#), and [retirement](#).

— *Robin Oldham, Western & Southern Life*

3. Don't stress about prospecting, because you're already leaving thousands of dollars on the table from your existing clients. Think about how much of your income comes from renewals and residuals. It therefore pays to make sure that your clients stay with you year after year instead of getting swept away by a competitor or direct seller. To do that, you need to [keep in touch continually throughout the year](#) — not just at renewal time.

— *Simon Payn, Ready Insurance Newsletters*

4. I don't have any particular [prospecting] sources, but my belief is that everyone has taken a hit as a result of what occurred in 2008 and 2009. I think consumers are taking a hard look at the people they've been working with, and if those people have not been doing a satisfactory job, then people are willing to make a change. I think the timing is right for agents, but I think they've got to be very strong in their own beliefs about the products they're selling.

— *Andy Rosenbaum, Strategies for Wealth*

5. When I was first starting out, I found that the key to getting referred leads was to ask a question where the answer was an actual name: “Do you have a brother?” It’s hard for someone to say, “I can’t think of anyone” when you ask something more direct.

— *Moe Silverman, OneAmerica*

6. When you educate every client that your business’ longevity is based on **referrals**, they understand. I just tell them up front that I am paid on referrals. I could see that if, at the end of the process, after you sell them a policy, you say, “By the way, who else do you know?” That could be awkward. But I think sometimes, agents are just afraid to ask

— *Keith Campbell, Campbell Financial Group*

7. Present yourself as an equal — and what I mean by that is when somebody calls you to sell you something, you can tell what their motive is once the first word comes out. You’re a professional; you’re worthy of the business, and don’t let your prospects treat you as if you’re beneath them, because you’re not. You’re an equal, and you have the next best idea. People think they have to brown nose to get somebody’s attention and take the abuse and be overly friendly. Just be sincere and be an equal.

— *Chad Charton, FMS Financial Partners Inc.*

8. Everyone hates scripts when they call prospects for an appointment. The main complaints are that they sound canned, they don’t sound like you, and you sound robotic.

The challenge we have in scripting is that most of us were trained to speak, write, and read English in a formal manner. We all learned the English of the great writer Ernest Hemingway; however, Hemingway was a novelist. When you’re on the phone, you actually need to master the English of Neil Simon, who is one of our great playwrights.

Simon writes in conversational English, which is what you need when calling another human being. If you use Hemingway’s writing style on your out-loud, spoken script, it’ll sound stilted. There will be too many periods and not enough “ands” in it. Most of us talk in a bunch of run-on sentences, but they actually sound better than reading a piece of literature out loud.

In order to not sound canned, you need to learn how to “Simonize” your scripts. The best way to do this is by lifting out the key phrases in the script and listing them in bulleted form. This will allow you to talk in a more natural way. Just follow the listed phrases, and you’ll say your message correctly but sound like you’re just conversing.

The best way to make this idea work is, of course, to practice. Then, the bulleted version will be enough for prompting you on the phone when you’ve actually reached a prospect.

— *Gail B. Goodman, ConsulTel Inc.*

9. A prospect is someone who knows you, or knows of you, and is interested in hiring you either now or in the future to help them with their planning, investments, or insurance needs. You know this is the case because they told you. Remember: Despite what you may have learned in sales school, everyone is not a prospect, and everyone doesn’t need what you sell.

— *Michael Goldberg, “5 Reasons You Don’t Have More Referrals”*

10. It may seem simple to ask a question or two, but many agents can improve their pitch by improving their questions. Rather than hurling your sales spiel at prospects with lightning speed, ask intelligent, respectful, and meaningful questions in a sensitive and non-threatening manner. Rather than blurt out, “So, are you interested in this

product?" consider probing questions that begin with "what," "why," "where," "when," and "how" in order to begin a dialogue with your prospect. Try such questions as:

- "Why did you want to meet with me today?"
- "What does your ideal relationship with your health insurance agent look like?"
- "What type of coverage would your ideal health insurance plan provide?"
- "What's the one thing that you want to make sure we accomplish today?"
- "Have you ever had a bad experience with an insurance agent? Can you tell me about it?"

— Terry Hawkins, *"How to Increase Health Sales by Building a Circle of Trust"*

11. Someone entering the insurance or financial planning business must either have access to a clientele by working with a long-term agent, or have a **natural market** of people to prospect, or figure out how she is going to prospect for quality clients. You can have all the product and tax knowledge in the world, but if you don't have a prospect, you don't get paid.

— Amy Sherrer, *"Q&A With a Life Agent"*

12. You must dig deeply and investigate your prospects' needs, attitudes, and experience with your product or service. Failure to do this means you may not know enough about your prospect.

— Nick Ray, *"The Art of Insurance Selling: Uncovering the Surprise"*

13. It's not enough to say you are a trusted advisor — you have to be one, and indicate it to clients and prospects. You should be asking a lot of questions. This shows you are gathering information on their needs for a comprehensive plan, rather than merely trying to push a product on them.

— David Kleinhandler, *"Want to Succeed in Insurance Sales? It's Time to Rewire Your Practice"*

14. It is absolutely critical to **have a target (or niche) market** if you are looking to grow your practice. A target market is simply who you serve best and therefore wish to serve most.

You may be thinking, "Everyone needs what I do." Well, not really. And besides, you can't prospect with everyone, can you? If everyone is your target market, then no one is your target market. And it's difficult to get referrals from no one.

If you're **speaking with a contact at a networking event** and after a while you say, "Help me get more clients," they may wonder, "What type of clients?" You have to be very specific about the types of prospects you're looking to meet. The more specific you are in describing your perfect client, the more successful you will be at getting them.

If you don't already have a target market, where could you start?

- Do you have a background in a particular industry or profession that you like?
- Do your favorite clients reflect a similar industry or line of work?
- Is there an industry or profession in which you would work if you weren't a financial advisor?
- Do you have a hobby that can become your target market? Example: the fitness industry.
- Do you have a personal experience that allows you to help others? Example: special needs children and families; divorce.

How can you meet more great prospects and clients if you don't know who they are?

— Michael Goldberg, *Building Blocks Consulting*

15. **Gathering, analyzing, and interpreting consumer data** will allow you to understand variations among customer segments and develop a snapshot of your most desirable targets. The more you know about these prospects, the more they can turn into qualified leads. ... Capturing core demographics, purchasing habits, and lifestyle attributes provides an important competitive edge. Customer segmentation and profiling can produce higher-quality leads that are tied to actual consumer buying patterns. Narrowing the view of your market will produce messages and tactics that reach profitable prospects — those on whom you want to continue to spend lead-generation dollars.

— Lindsay R. Resnick, *"4 Steps to Generating Quality Medicare Leads"*

16. Sometimes, if you approach a prospect and it doesn't work out initially, don't get discouraged — two or three years can go by, and they can go by quickly, and they may have a need and remember you. **Always try to keep in touch with prospects** you haven't been successful in converting to clients; keep your name in front of them. Many times, they have called us just to ask a question and get a different opinion, and that has led to the opportunity to convert them to a client.

— Bill Nagy, *"How He Brought Business Experience to Benefits Strategies"*

17. Prospecting requires you to communicate who you are and what you can do for your clients. But to do that well, you need to keep in mind the four elements of successful marketing communication: voice, form, intention, and objective. Based on how you tackle each element, your message will either move forward effectively or tend to get sidetracked.

— Ted Stevenot, *"How to Find Better Prospects Who Want and Need Your Services"*

18. I believe that when it comes to prospecting, it's not measured by the amount of business you bring in, but rather by the activity that you have. So for me, a successful day is if I committed myself to making 10 cold calls today, made those 10 calls, and had that activity. That means I was successful that day, because I know that consistently doing that over time will lead to new business. It takes a great deal of time — I think it took me about six months before I got my first lead. Granted, I was doing it part time because I was still in school, but you need to have faith in the process. The analogy is that a professional baseball player gets paid millions of dollars to make contact with the ball five times out of 100, and the same holds true here.

— Chad Charton, *FMS Financial Partners Inc.*

19. The truth is, the more often you follow up with legitimate prospects, the more likely it is you will make the sale and gain the client. ... So, how do you go about following up? Try these best practices that have worked for the top producers who earn three-quarters of all the business in the industry.

- **Create a strategy.** A strategy is a series of actions taken on a regular basis: 10 phone calls every day, one networking meeting a month, five appointments a week. What will your follow-up strategy be?
- **Best means of contact.** One of the most important things to know about your prospect up front is how they best communicate. Do they prefer to be contacted through their office phone, cell, or email? Ask them.
- **Be a valued resource.** Whenever you stumble upon an article that can be of value to your prospect, send it their way. Better yet, mail it — the old-fashioned way, with stamps, the post office, and the whole thing. Stick a Post-It note to the article and jot down why the article reminded you of them.
- **Give referrals.** If you trust that your prospects (and clients) provide a great service or product, refer the heck out of them. The more business you give, the more you get.
- **Make a no-risk offer.** Invite your prospects to sign up for your free newsletter or to try your product, service, or whatever for a 30-day trial period — or simply ask if you can remain in contact with them. Think about what might make sense as it relates to your products, service, and business model.
- **Never, never, never give up.** Giving up means giving in — something 85 percent of salespeople do. Only give up when the prospect tells you that your product or service is not a good fit. Then, find out why. Is it

price, timing, or just you? You may not want to hear the real answer, but it's always a lesson learned for the next time. And remember: There is a next time.

All of these practices can be part of one big strategy. Work these practices into your day-to-day routine, and watch more prospects become more clients.

— Michael Goldberg, *"Why You Should Never Give up on Your Prospects"*

20. If your goal is to sell annuities to **baby boomers**, perhaps many of whom are being forced into early retirement, why not prospect among personnel directors at large companies in your area? Offer educational classes to those nearing retirement on issues related to Social Security, stretch IRAs, and other pertinent subjects. Many companies offer such services to their employees, so perhaps it would be a good idea to network among some of the smaller firms in your area.

If you work in the estate planning or wealth preservation markets, network with attorneys, CPAs, trust officers, and others to create a steady stream of potential clients who are undergoing review with these professionals and who need your services.

Instead of looking for prospects, then, build a network of people who serve the audience that contains your ideal prospect.

— Kevin Wedmore, *"How to Build a Steady Stream of Annuity Prospects"*

21. **Gen Ys have excellent potential as sales prospects.** If you can get in with them and make that connection, then they are ideal because they will only continue to grow, and you have the opportunity to grow with them as they start a family, purchase a home, build a business, etc.

— Bill Mills, *"What Do Insurance Agents Think of Gen Y?"*

22. The agent should engage the prospect in a conversation in which each party tells the other a little about themselves. During this conversation, the prospect will divulge important information about themselves, their comfort zones, and their value systems. This enables the agent to meet their needs and wishes.

— Gerald F. Ventolo, *"5 Steps to Increase MA Sales by Becoming a Consultant"*

23. How did you meet your prospect? Did a trusted source introduce you? Were you pre-sold? Or, did you meet the prospect at a trade show, through cold calling, or through a Web or direct-mail inquiry? Closing rates vary dramatically depending on the lead source. When agents go in with referrals, they typically convert prospects to clients more than 70 percent of the time, as opposed to 1 to 3 percent with less-direct sources.

— Joanne S. Black, *"How to Diagnose Your Problems with Closing the Sale"*

24. **I'm a networker.** I identify networking groups that can refer people to me, and go consistently. I speak on health care reform at these groups, along with speaking at our local employment training center about alternatives to COBRA. I'm an expert on several listservs. Whenever a person asks an insurance-related question, I answer it fully (none of the "call me to discuss" crap). People appreciate full and complete answers and, over the years, people on these boards have learned to trust me, and contact me whenever they need insurance. I really love my clients and do my best for them. They understand and appreciate this and send a continuous stream of referrals my way. Even those I couldn't help refer me out because they know that I can be trusted and give honest answers to their questions.

— Robert Slayton, *"Don't Let Legislation Get You Down: How One Agent is Making the Most of Health Care Reform"*

25. I heard this idea at a conference some years ago: Invite your clients to invite a couple of their friends for a dinner/game/event, on you. You meet them, and they will often become your new clients if your current clients are happy and talk you up.

— Doug Head, *Life Insurance Settlement Association*

### **Prospecting Tools: Technology**

26. My idea for prospecting is to **blog your brains** out about everything you really know about life insurance. And don't quit. **Find a niche** and learn more than everyone else and blog, tweet, and write articles about it. Get licensed in more states. It's an Internet world, and you can advertise through blogs to the whole country for no cost. The days of mailing or cold calling are vanishing fast. Don't buy Internet leads.

— Ed Hinerman, **Hinerman Group**

27. Search engines love quality content, so make sure that you provide that content on your page. Instead of simply advertising your business, consider including tips on choosing the best product, or an article about how current legislation might affect your prospects. Ideally, each page on your site will contain at least 250 words — not just pictures. You also want to make sure that you frequently update the content to keep your site at the top of search results. An easy way to do this is to host a blog and embed it on your Web site.

— "*How to Make Search Engine Optimization Work for You*"

28. **Imagine a prospect just stumbled upon your website.** What would they find? An "about us" page? Some brief bios and photographs of you and your staff? A description of the products and services offered, and perhaps a quoting engine for those products?

Hopefully, all of the above. But what if your prospects also found your blog, which you're frequently updating with news on industry topics and useful information on insurance coverage, and on which you're soliciting comments from visitors to spark a conversation? What about a message board, where prospects and clients can start their own discussions and interact with you and other industry professionals — or even experts you've brought in to answer more complex questions? Even better, what if they could chat live with you using instant messaging or video Web conferencing tools?

— Joe Dysart, "*The Next Generation of Marketing: Online Community-Building*"

29. It's a fact of insurance sales that, despite your best efforts, some people are hesitant to meet with somebody for the purpose of being sold insurance. Not only did Brian Johnson find himself combating that skepticism, but he realized he was competing with dozens of other day-to-day events that also commanded his clients' and prospects' time. So he began offering his LTCI prospects two options for a meeting: Either they could meet face-to-face — his preferred method — or, he could set up a Web presentation they would be able to view at home or in the office, during which he would walk them through their long term care planning options. He ends up conducting a handful of Web presentations each week through such services as GoToMeeting and WebEx.

— "*Rewriting the Book on LTCI*"

30. Your website, which your prospects will usually see before speaking with you, must be the best representation of who you are, what you are about, and how you meet the needs of current, former, and prospective customers. Using your website to talk about your business is critical; it's a valuable branding tool that should represent all that is good about your company and why someone should do business with you. Your landing page should make it easy for a prospect to get in touch with you, either by email or by phone. Immediate contact information is incredibly important as a potential customer wants to know that they will be a priority should they choose to do business with you. It cannot and should not be difficult to speak directly with you.

— Kathy Pabst Robshaw, *"Why You Must Talk with Every Client You Have"*

31. Email surveys can be a great way to gauge not only your current clients' satisfaction with the lines of business you already offer, but also to learn what they might be interested in purchasing in the future.

Right now, our agency uses an email service provider, or ESP, to help us communicate important information to our clients via email from time to time. It is a very easy service to use, and it enables us to manage and keep track of our client email list, as well as any email we send. Through this service, we have access to information on best practices for sending email, email design templates, and more.

— Ted Stevenot, *"I Want to Grow My Practice into New Lines. How Can I Prospect for Later Expansion?"*

### **Prospecting Tools: Events**

32. Invitation-only events create a buzz and have people clamoring to get in the door because of the opportunities to learn and meet new people. As agents, we all strive to build long-term relationships with our customers and prospects.

For my firm, we have found success in developing a leadership series that brings together subject matter experts with clients and partners. We have hand-selected each speaker to ensure a dialogue with the audience. Our goal is to create environments where speakers can share the right topic at the right time.

The key is to engage different speakers with each audience and facilitate peer-to-peer dialogue. This strategy ensures similar decision-makers from our prospect list, when grouped together, will develop mutually beneficial relationships.

The first event was touted by our guests as a great experience. By the third and fourth events, we had established an element of credibility for our leadership series. Today, people actively seek out an invitation to them. In fact, we have seen clients and prospects go out of their way to ensure that they are part of future invitation-only guest lists.

Give events a try, and see how they can help your practice, too

— Rob Taylor, *Argus Benefits*

33. Too many agents make the mistake of pushing their own agenda when speaking to groups. Organizations can be hesitant to bring in unfamiliar financial industry speakers for this reason, so when pitching your topics, focus on the interests of the audience in a way that highlights your expertise and differentiates you from the other agents clamoring to speak to the same group.

— Leslie Guria, *"Public Speaking: The Successful Agent's Secret to Finding New Business"*

34. The best thing that I've done is I've understood the market that I sell in. I sell in Portland, and Portland is a very local community-driven kind of place, and I've never had a lot of success with the larger types of advertising here. But what I have had a lot of success with is neighborhood street fairs, because that's when people come out and meet their neighbors, find out more about their community, and interact with people on the street. That allows you to introduce yourself to people and get to know somebody you can't get to know through an advertisement. I can't accurately represent the type of person I am or my trustworthiness if I'm taking out an advertisement on TV or in the newspaper.

— Caelan Huntress, *"How Multitasking Your Sales Efforts Can Help Grow Your Insurance Practice"*

## Prospecting Tools: Marketing Methods

35. I have many clients who use their printed newsletters as prospecting tools. Here's an example: One of my clients in Colorado went to a small-business networking event with her newsletter and handed it out. From that newsletter, she wrote five disability insurance policies. So use your newsletter as a giant business card. It's much more effective than a business card because it positions you as a trusted advisor rather than yet another insurance salesperson. You'll be educating your prospects on the value of what you have to offer. Who do you think they'll contact when they need insurance?

— Simon Payn, *Ready Insurance Newsletters*

36. My current prospecting approach incorporates a combination of "old school marketing" along with a handful of newer, Internet-based marketing elements. Each marketing element adds to my mix of outreach for prospecting; I find that prospecting is more effective when it includes a variety of forms of outreach. Employing multiple forms of outreach in your prospecting will generally provide you with a more effective strategy for prospecting versus relying on a singular form of outreach. In my early days of prospecting, the telephone was my main form of outreach. My world expanded exponentially when I started adding other marketing elements to my repertoire. First, I added mail, then permission fax, then permission email, etc. My results improved considerably over time.

Today, my agency has a well-developed website that includes a variety of useful information about the products and services we provide. The Web tools we use help us gain credibility and add extra reach to our communication ability. It can take time and effort to develop these channels of outreach, but they can be a powerful and effective means to improve your overall prospecting results.

— Ted Stevenot, *"How Diversifying Your Prospecting Methods Can Bring You More Prospects"*

37. Have a memorable, even humorous, business card. Many agents are using a parody of the Monopoly "chance" card: The Mr. Moneybags character has been modified, and the card reads: "Don't Take a Chance; STAY OUT OF NURSING HOME (must be accompanied by long term care insurance)." Years ago, I laughed myself silly when a lawyer showed me the business card his dad, also a lawyer, used. The card was half the size of a normal business card. On it was printed his name, phone, and the statement, "The size of my card is necessitated by the fact you're not a client."

— Marilee Driscoll, *"Prospecting for Long Term Care Insurance Clients? Stay Top of Mind, All the Time"*

38. Of course there are a lot of wonderful things to say about your agency — but writing too much on your ad is off-putting, and will ultimately work against you. Less is definitely more. So instead of filling your ad with text about everything that makes your business great, focus on the timely issues — for example, during a recession, mention your low-premium products. You just need enough to entice the reader; once the prospect is in front of you, then you can tell them about everything else you offer.

— Nick Lorden, *"The Art of the Well-Designed Ad"*

## Prospecting by Market

### Annuities

39. Be creative. Think outside the box. Are you in this business for the long term? Are client referrals important to you? Many companies have a no-surrender-charge product that compensates you like a "C" share.

The single biggest objection you will ever hear about a variable annuity is the surrender charge. What do you think happens when you tell your prospect that your variable annuity has no surrender charge? They listen to the rest of

the story and buy it. You could **present the VA with an LBR/GIR** as a substitute for the fixed income or bond portion of your client's asset allocation mix.

The epic financial disasters of the last two years have gotten your clients' attention, and the word "guarantee" is popular again. In fact, this is a huge prospecting opportunity for those of you willing to take up the battle cry.

— *John F. Reutemann Jr., "How to Market Annuities"*

## Disability insurance

40. Statistics will do little to move prospects; instead, ask prospects to tell their own stories about people they've known who have suffered financially because of injuries and illnesses. Also, talk about your own clients' and prospects' experiences — both those who have benefitted from the coverage and those who have suffered from lack of DI protection.

— *"How One Disability Producer Helps Clients Plan for the Worst"*

41. I've found in my many years of working with [disability income insurance] that clients are unsure of what disability insurance is. So one "do" is to educate clients rather than selling them a product. Educate the client on what disability insurance will protect, what the product means, and how it can affect their life. Another "do" is to help them understand that it's about their dreams and goals, not about the catastrophe.

— *John Nichols, "Q&A with Disability Producer John Nichols: Helping Your Clients Reach Their Dreams and Goals"*

42. It's always tough having a conversation about DI, and each group presents its own challenges. Every single person, regardless of their mindset, has one thing in common: a paycheck. By choosing to speak with your clients and prospects about the idea of protecting their paychecks, instead of disability, you can turn the conversation toward something positive and relatable. No one wants to think about becoming disabled, despite the fact that on average, people have a one in five chance of becoming disabled for a year or more before turning 65, according to the U.S. Department of Commerce.

— *Marvin H. Feldman, "It's Time for Americans to Protect Their Paychecks"*

## Employee benefits

43. You should view health care reform as a catalyst for discussions with any prospect. The topic is current, and confusion abounds.

At the same time, small employers are challenged by spiraling costs and a fluid carrier marketplace. Fertile territory includes creative approaches to consumer-directed health insurance products versus more traditional health benefits, as well as emerging products likely to be developed. In addition, contribution strategies will play an increasingly important role downstream. Agents also should not overlook opportunities related to establishing employer compliance.

— *Mike Sullivan, "When Selling Employee Benefits to Small Businesses, Knowledge is Power"*

44.

- **Don't be afraid.** Since reaching a live voice on the other end of the phone can become challenging in a bad economy, it's natural to assume that the prospect doesn't want to hear from you. But keep in mind, no response doesn't mean "no." Be persistent.

- **Assume nothing.** Don't assume you know what a business owner needs just by looking at the size of the company, the industry, or the nature of their business. Business owners want solutions to their individual challenges. Listen to the business owner's concerns and offer relevant solutions, rather than assuming you know what is needed. Remember that these conversations go two ways.
- **Look everywhere.** Prospects are everywhere. Networking in your community and leveraging existing relationships is vital to your success. Take the time to find a civic or community effort you believe in, join, and volunteer. When you are committed to a common goal, your network will expand and prospects will naturally come your way.
- **Know your market.** If you are new to selling, don't overwhelm yourself. Concentrate on small accounts at first. For a company with less than 50 employees, your point of contact will likely be the business owner or decision-maker who wears many hats. They do not have time for multiple meetings about benefits, and are likely to make a quick decision. Those quick successes may lead to a natural affinity for a particular account size or type, and can help gain knowledge of a specific industry, such as restaurants — which can increase your value to the next similar prospect.
- **Stay relevant.** If you've been selling for many years and gained strong footing in your territory, it's easy to become complacent and stale. However, times are constantly changing, and businesses face an entirely new set of challenges this decade that were nonexistent over the previous 10 years. Staying relevant with current market conditions, both on a national and regional scale, and leveraging that knowledge to focus on consultative selling can help you close new business and expand existing accounts. For example, uncertainty about health care reform among business owners presents the opportunity to open up the benefits dialogue and educate prospects on what the legislation will mean for their business in both the short and long term.

— Thomas R. Giddens and Ronald J. Sanders, *"Don't Be Afraid to Prospect: Go Back to Basics When Selling Voluntary Insurance"*

## Health market

45. The time is right to have a conversation with your clients and prospects about critical illness insurance as a vital component of their financial protection plan. But this conversation must include a discussion of the fact that, unfortunately, not everyone can qualify for this policy. You must carefully select the clients with whom you will have this product discussion. A good way to preselect qualified candidates for this coverage is to focus on those who could qualify for select preferred life insurance.

— Sheila Matheson, *"Do You Avoid Selling Critical Illness Insurance Because You Think It's Hard to Get a Policy Issued?"*

46. The preference for traditional health insurance [over consumer-driven health care] may not hold much water once your prospects have all the facts. Individuals or families funding their own health coverage could be good prospects for HSAs, but you can also tap business owners contemplating the plans as an additional option for employees or a replacement for current coverage. When dealing with the workplace, it's important that you not only explain HSAs to your prospects — the employers — but also to the employees. After all, if employees don't see the value of participating in the plan, the option will have less value to their employer.

— Reggie Karas, *"How to Emphasize the Good News When Marketing HSAs"*

47. You might try two basic themes when prospecting for HSA clients (these are also valid for HRAs): cost savings and providing employees with a better benefit. In selling your services, you can tie these together in a 30-second sound bite. For example, tell prospective clients how you can save the average employer \$1,000 to \$3,000 per employee per year, and that you can do this the vast majority of the time by providing the employee with a better benefit — which is defined as the new HSA plan with a lower out-of-pocket than their current plan design.

— Ron Dobervich, *"How to Find Qualified Prospects for Health Savings Accounts"*

## Life insurance

48. [Life insurance] producers who had the best year were the ones who weren't afraid to reach out, even in the face of poor market conditions. In fact, one of the best ways to reach out to new clients is by using your current ones — 37 percent of producers said referrals from current clients were their most valuable lead source, and another 36 percent said their best leads came from their existing book of business.

— *"Stagnant Life Insurance Industry Spells Changes for the Future"*

49. Strangely, the same factors that make it so difficult to market life insurance can also make it a very successful endeavor. Because everyone is a potential life insurance client, if you reach enough people, many will respond. If you can connect with a large enough target market with sympathetic emotional appeals and logical economic and financial reasoning, many will buy.

— *Charles D.F. Cohn, "How to Market Life Insurance"*

50. If you have staff members, they interact with your clients on a daily basis and, if properly trained and motivated, can take advantage of these client "touches" to help you identify potential prospects. To make this tactic a success, staff members must recognize life events and circumstances that would make the client an ideal life insurance prospect.

— *Thomas Houle, "Prospecting: 5 Tips for Finding New Life Insurance Clients"*

51. Take a tip from such stores as KMart and Wal-Mart. They offer a variety of brands for most of their items, but they limit their products to the ones that are most likely to sell or generate the most profit.

Some products may not generate much of a profit, but they can lead to more sales and greater profits. For example, many grocery stores offer discounted prices on milk and eggs. They accept a lower profit margin on these items, and maybe even a loss, because they know that shoppers who buy these items will also tend to buy other products. Similarly, a health insurance sale may lead to more life insurance signups, and closing Medicare Advantage plans may lead to selling Medicare supplement products.

— *Rey Villar, "5 Steps to Finding More Health Insurance Prospects"*

## Long term care insurance

52. Typically, LTCI is sold one-on-one to prospects who are won over by the agent's personality, sales ability, and competence. Instead of starting with a cold lead and constantly repeating the cycle of gaining the trust and confidence of each prospect, we take a different approach: We learned early on that it was much easier to win over one center of influence, who would then lead us to dozens and dozens of new clients through a warm introduction.

— *Brian and Mark Johnson, "How to Market Long Term Care Insurance"*