

The P&C Agency's



# CROSS SELLING GAME PLAN

How to Double Your Revenues  
Without Adding Employees

**Brokers**  
central

# Why not double your agency's revenues?

1

## LUCRATIVE COMMISSION STRUCTURE

The average commission of a DI, Life or LTCi policy is much greater than you'll ever earn on a commercial or personal P&C sale.

Depending on the product, you can typically earn 50 to 100 percent in first year commission and up to 15 percent for subsequent renewals. Apply those numbers to several cases, and the revenue really adds up.

2

## NEEDED PRODUCT

Your clients already know they need life, disability and long-term care insurance – especially those who are business owners.

Clients who already have coverage can likely benefit from a policy review. As lives change, so do coverage needs. The bottom line: You can feel good about recommending life solutions.

3

## ENGAGED AUDIENCE

Your clients already consider you a trusted resource.

They count on you for advice about smart insurance protection, so it's very natural to also discuss wealth and asset protection. Because your clients are already engaged, cross-selling is easier.

4

## EXPERT, RESPONSIVE SUPPORT

With Brokers Central by your side, you have everything you need to grow your practice without adding to your staff.

You decide how much and what kind of support you need, and we deliver.

### CROSS-SELL DI, LIFE AND LTC PRODUCTS CONFIDENTLY WITH THESE ADVANTAGES:

MARKETING SUPPORT: Ask about our cross-selling sales prospecting toolbox.

ACCESS TO LEADING CARRIERS: Offer a broader suite of product options.

CASE ILLUSTRATIONS: Need product and pricing options? We can deliver.

CREATIVE IDEAS: Get case design suggestions to suit your clients' needs.

DIFFICULT CASES: Succeed with our problem solving and underwriting advocacy.

CO-SELLING: Want us to join you in client meetings? No problem! We will represent you well.

CLIENT EDUCATION: Ask us to speak at client seminars on important topics such as business succession.

BACK OFFICE SUPPORT: Get assistance with quoting, underwriting & issuing, so nothing slips through the cracks.

# Key cross-selling opportunities for P&C agencies

## BUSINESS SUCCESSION PLANNING

**WHO:** Any business owner clients

**ASK:** Do you have a business succession plan in place so that your business is taken care of if something happens to you?

**SOLUTIONS:** Buy-sell insurance for life and DI, bank loan DI

## BUSINESS CONTINUITY AND STABILITY

**WHO:** Any business owner clients

**ASK:** Could your business sustain if something happened to you or other key players in your organization?

**SOLUTIONS:** Key person life and DI, business overhead expense insurance

## EXECUTIVE BENEFITS

**WHO:** Any business owner clients

**ASK:** Are you interested in ways to reward and retain key executives?

**SOLUTIONS:** Executive bonus life insurance, multi-life life, DI and LTCi

## EMPLOYEE BENEFITS

**WHO:** Employers

**ASK:** Would you like to enrich your employee benefit offering, without increasing employee benefit costs?

**SOLUTIONS:** Voluntary life, DI and LTCi

## ALTERNATIVES TO

**EXPLORE:** Guaranteed standard issue life and DI

## PERSONAL ASSET PROTECTION

**WHO:** Any type of client

**ASK:** Would you like feel confident that your family's lifestyle and assets would be stable if you lost the ability to earn a living or passed away unexpectedly?

**SOLUTIONS:** Individual DI, individual life insurance

## RETIREMENT / ESTATE PLANNING

**WHO:** Any type of client

**ASK:** Are you concerned about preserving your nest egg?

**SOLUTIONS:** LTCi, retirement plan DI, annuities, business succession tools

## BENEFITS OF CROSS-SELLING LIFE, DI AND LTCI

Offer one-stop shopping ■

Sharpen competitive edge ■

Create barrier to other agencies ■

Increase client retention ■

Enrich client relationships ■

Extend agency reach ■

Motivate and retain producers ■

Build agency revenues ■

# How to position your agency for success

1

Meet with Brokers Central to determine the combination of services that works best for your team. We can provide as much or as little support as is needed. During this meeting we will review compensation structure and the general working agreement.

2

Start with the end in mind. Set a goal for how much revenue you'd like to generate in the first year of active life cross-selling. We can help you determine a realistic objective. Break that goal down so each producer has an individual goal.

3

If you have multiple producers, you may want to invite us in for a sales training session so they can meet us, learn how to use our services and review the solutions available to their clients.

4

Review and segment your client list to identify opportunities at the producer level.

5

Outfit your sales team with life selling tools, using Broker Central's turnkey marketing toolkit. Establish a sales support system of sending a letter to introduce new services, along with periodic emails and quarterly postcards to keep your new line of services top-of-mind with your clients. This will warm-up clients and make it easier for your sales team to reference life insurance opportunities in their client meetings.

6

Consider adding a DI, Life & LTC products/concepts page to your agency website and key prospecting materials so prospects and clients know you are truly and one-stop-shop. Add a new column to your client newsletter. We can help provide content!

## WHY WAIT ANOTHER DAY?

Contact us to explore  
your life sales opportunities.

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