

The Financial Institution's



CROSS SELLING GAME PLAN

How to increase revenue
and customer satisfaction

Brokers
central

bottom line growth for the institution

1

STRONGER BUSINESS RELATIONSHIP WITH CUSTOMERS

Conversations about insurance products often reveal customer insights and details that may uncover the need for other financial products. Customer loyalty increases as the number of products owned increases. Customers already trust the institution to keep their money safe. Leverage that trust by protecting their financial security as well.

2

ENTICING REVENUE OPPORTUNITY WITH RICHER PROFIT MARGINS

The compensation for Disability, Life and Long-Term Care insurance is very attractive. First year commission may be as high 100 percent of premium and up to 15 percent for renewals. Compensation varies by product and carrier.

3

CUSTOMER-SUITED PRODUCTS

Product offerings are tailored to the needs of your customers, making for a smooth conversation transition from banking to financial products. Annuity, Disability, Life, and Long-Term Care insurance are fundamental to financial security, a natural fit with banking.

4

YOUR CLIENTS; OUR EXPERTISE

The Brokers Central arrangement puts the spotlight on the financial institution. Customers see only expanded services. We work in the background to ensure a smooth application, underwriting, and policy issue process. Our training program emphasizes client relationships and cross-selling skills. Your sales team will be knowledgeable about the products and confident in their recommendations.

5

DIFFERENTIATE FROM COMPETING INSTITUTIONS

Attracting new customers with state-of-the-art self-service tools, ironically makes it difficult to build a business relationship. Our suite of products provides essential financial protections that open avenues to develop a customer relationship that is difficult for a competitor to replicate.

Key cross-selling opportunities for financial institution's

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 ■

Next steps to success

1

Meet with Brokers Central to determine the products best suited for your customers and review compensation.

2

Develop a customized implementation plan focused on growth and being mindful of banking regulations, compliance, client security and privacy rules.

3

Start with the end in mind. Establish a goal for the implementation date and first year cross-selling revenue. We can help you arrive at reasonable and achievable objectives. Share and assign goals to your entire sales team. A focus on cross-selling a new product line often leads to increased cross-selling of native products.

4

Schedule our in-house training sessions for the entire sales team. Training focuses on strengthening client relationships through consultative selling techniques, how to transition the conversation, how to identify the need for each product, and position solutions with the client.

5

Review and segment your customer list to identify and prioritize opportunities. Make plans to institutionalize cross-selling practices with all employees.

6

Introduce your team to Brokers Central turnkey marketing tools. Establish a sales process that introduces customers to new services and maintains communication on a schedule that works for your operation. Make your communications valuable to customers with personal finance topics that create an awareness of actions and products necessary to achieve financial security.

7

Update your website and newsletters to include consumer information about Annuities, Disability, Life and Long-Term Care insurance products. Offer downloadable white papers or articles about personal finance topics that feature these products. We can help with content.

WHY WAIT ANOTHER DAY?

Contact Brokers Central for your institution's custom growth plan.



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**PROPRIETARY TRAINING EQUALLY EMPHASIZES
CLIENT RELATIONSHIPS & SALES TEAM SKILLS**