

# Strategic Partnering with Property and Casualty Agencies



Strategic partnering with property and casualty agencies is extremely valuable for many various reasons.

- Customer base used for cross-selling
- Referral Business
- Generates more income for the Property and Casualty Agency
- Provides their customer base with larger portfolio of products
- Policy retention for the Property and Casualty Agency.
- Provides you as the agent with sales leads with ZERO cost.

When approaching a property and casualty agency to create a partnership, it is important to speak with the decision-maker of the agency. That may be the general manager or the general sales manager or the owner of the agency.

The decision-maker may not be available. At that point it is best to set an appointment with the decision-maker to explain the details of the partnership. Try to avoid explaining the partnership details to front desk workers, or the agents at the property and casualty agency. Reason being secondhand information is not near as effective nor accurate as provided by yourself.

However, when the Decision maker is not available you may have to set an appointment with a receptionist or an HR director. These are known as “Gatekeepers”.

“Gatekeepers” a lot of times will demand information in regard to why you are looking to set an appointment with the decision maker. It is key to provide as limited amount of information as possible to the gatekeepers.

Our recommended response to a “Gatekeeper” when demanding information is to keep the information basic and simple.



Gatekeeper:

“What are you wanting to discuss” or “What is the appointment in regard to?”

Agent Response:

**I'm just in the area touching base with a few of my clients and I simply wanted to introduce myself and explain how I help companies just like yours.**

Sometimes the gatekeeper may ask “How do you help companies like ours?”

Response:

**“We are a company that specializes in increasing income and revenue for companies just like yours. And as I mentioned I just simply wanted to introduce myself while I was in the area”**

At that point the gatekeeper will typically schedule an appointment for you to come back at a further date!!!

Once you have the opportunity to explain the details of the partnership to the decision maker utilize the following verbiage listed below:

Start off by Breaking the ice!!

Give them a background about yourself. Give them a background about your career in the insurance industry. This part of the presentation is very important. The decision-maker must like and trust you in order for them to partner with you and have confidence in you cross selling their existing customer base.

# PRESENTATION:

(Recite the verbiage below:)

**Hello Jim, I'm sure you're busy so let me get to why I'm here. As mentioned earlier my name is (NAME). I am with (Agency Name).**

**What I specialize in doing is help agencies create more income and revenue while also growing their current book of business.**

**How I do that is by offering your current client base additional ancillary products while paying your agency an override commission off of every additional product sold and also providing your agency a guaranteed renewal commission for as long as the policy is in force.**

**Jim, If you don't mind I would like to take a few minutes to walk you through the products that we can offer your clients and explain the proven sales system that we use to market the products.**

*At this point you will give a full cancer presentation and revert back to training materials provided in this training manual.*

*Note: It is important to also mention the other insurance products that you are able to offer to their client base. (Heart Attack, Stroke, Accidental Injury, Etc.)*

Once you have explained the partnership details and given a full presentation on the products you will be offering their clients it's very important to explain that you will be gathering referrals from their client base which will create more property and casualty business for their agency. (This is more incentive for the P&C Agency to partner with you).

## FINAL STEP:

The final step in partnering with the P&C Agency is discussing Override and Renewal commissions.

