



Developing Sales

A major Life Insurance Company wanted to increase its share of the market in Corporate Schemes and had set up a Business Development Unit to sell to Brokers.

Having spent some research time with members of the new team and reviewed the support material at their disposal, we identified that none of the material focused on why the broker would gain from their product. It was all focused on the benefits to the insured.

We therefore rectified this and equipped the team with techniques to gain appointments rather than sell the product over the phone. Once the appointment had been made successfully, the structure and skills were provided for developing the relationship first.

Products were sold based on relevance to the broker needs and an on-going relationship was established to develop the sales further over the telephone. The Company's profile rose dramatically, along with its sales.