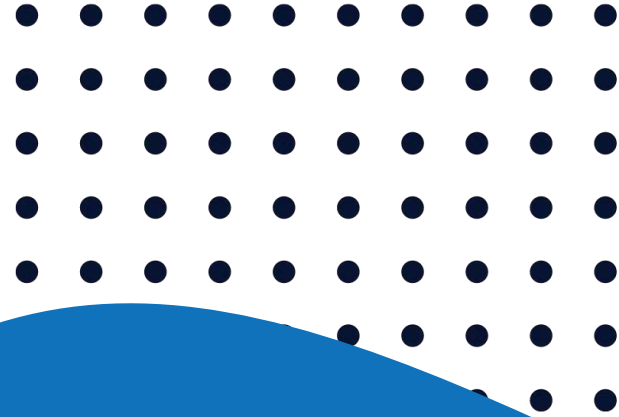


# Why Your Portfolio ***Needs More Options***





The first rule of establishing a marketing plan is to identify your target audience. Once you have a defined target audience, it is essential to segment prospects/customers by age, household income, zip code, and other specific markets.

During the selling season, we sometimes find we prefer a particular product or carrier. However, it is vital to imagine if our preferences match the needs of all the identified segments. When marketing to specific parts of our current book of business or prospective clients, we should never forget the "Golden Circle."

The **Golden Circle** is the why, how, and what of your marketing process. This theory guides you through building best practices for establishing a human connection during your sales cycle.

**Why would this client *like* this product?**

**How would this product *help* this client?**

**How would this *solve* this client's biggest problem?**

**What is the "*real*" solution for this client?**

When you look at the needs of your customers, remember insurance products are not one-size-fits-all. We are very different from our clients and prospects, and they are all unique within their situations.

***Think about the times in which you have presented a solution to a client, and it was not "the right fit."***

**Why did it not fit?**

**How could you have *better served* your client?**

**What was your solution *missing*?**

Again, using the **Golden Circle** method, you may find that your portfolio is missing something.

*Think about the times in which you have lost clients or prospects to a competitor.*

**Why** did they **choose** your competitor?

**How** could you have **retained** your customer?

**What was different** about your products/services vs. your competitor's?



You may find again; ***something is missing from your portfolio.***

Perhaps, you were not offering the product with the better network, and you only provided the more affordable option or vice versa.

If your portfolio only offers products you think are right, ***something is wrong.***

Bridging the gap in marketing to sales requires the development of a relationship, and building that relationship starts with trust.

***How can clients trust your judgment if you limit yourself to providing only one solution to different problems?***

**Establishing a human emotional connection is the ultimate weapon for any successful insurance agent.**

Creating this relationship requires you to truly listen and remain open-minded when your client speaks about their desires, wants, and needs.

As an insurance agent, it is your job to produce a customer-focused solution that meets an expectation of value and satisfaction, along with demands backed by buying power.

## **Examining Your Portfolio of Options**

If you have worked with Agent Pipeline, you know our Regional Sales Team members dedicate their time performing weekly analyses of the products available in your selling area. We can help you identify all the plans to meet the needs and expectations of your clients. ***Keep in mind, those needs and expectations will not be filled by simply one product or carrier.***

Expanding your portfolio is necessary. It is uncomfortable to learn other products and have an in-depth knowledge of rate increase history, underwriting guidelines, household discounts, and other relevant variables.

However, ***if you are not offering your clients this experience and opportunity, someone else is.***



Agent Pipeline can make your **portfolio expansion process painless**. We provide product, carrier, and market-specific training to ensure you are an expert with the solutions you offer.

Expanding your portfolio presents the opportunity to retain and gain more clients. One product cannot meet the needs of the individuals you serve; however, **your chances of closing a sale increase dramatically by offering multiple products and multiple options**.

Marketing to new segments or existing segments new products can seem overwhelming. With the tools provided by Agent Pipeline's Marketing Team, we make this transition for you as smooth as possible. We can supply generic mailers, assist in creating email marketing templates to introduce new product availability, and work with you to develop a unique marketing plan that meets your budget and needs.

By adding new products, you now have an opportunity to create new campaigns and generate more leads.

**Here are some of the best ways to generate more leads for new products:**

**Explainer videos** – explain why this new product could be suitable for the viewer

**Blog posts** – a blog about the latest product and highlight unique features, costs, etc.

**Social media posts** – introduce the new product via social media and share your videos or blog posts

**Email** – send out personalized emails to clients in segments you think may find value in this new addition to your portfolio

**Geo-target** – if you picked up a product for a particular zip code, drop a letter in the mail to all prospects or clients in the zip code introducing the product and why it would be of interest

**Self-promote your expansion** – there is nothing wrong with letting your audience know.

## Conclusion

Nothing looks better to clients or prospects than ***someone who can indeed provide any solution available***. When your customers/prospects find out that you are expanding your offerings, you may find they proactively reach out to you asking about the changes.

***If you are ready to start closing more sales and offering more valuable solutions to new and current clients, don't hesitate to contact Agent Pipeline today. Our Regional Sales Staff and Marketing Teams are standing by to assist you with this exciting new business endeavor to ensure success.***

***Contact Agent Pipeline now*** by calling ***800-962-4693*** today for more information or to learn more about what products you should add to your portfolio.