



Close More Sales with MiddleOak Coverage Checklists



Getting clients to think about comparing things other than coverage limits and price is difficult. Even when it seems like they are taking everything into account, you often are not sure that they even "get it." Since making the intangible tangible is what we do all the time, we offer two checklists to help your potential clients see the value of your MiddleOak proposal more than ever before.

Here is how it works: The checklists take the customer through our unique coverages by asking a series of questions. These questions force the customer to consider and actively check yes or no as to whether they will have these coverages or consciously have to go without each one as they check no to them. Now they are looking at more than just the limit of coverage and the price - which is all most of them (understandably) really would know. Even though you tell them, the process of taking themselves actively through a checklist process is a powerful exercise.

You can email these, put them in with proposals already filled out to reinforce what they are getting, fill them out with the client - however you wish! As Atul Gawande's bestselling book "[The Checklist Manifesto](#)" has proven, checklists are powerful tools indeed. Now you have your own MiddleOak checklists to present!

Email rick.cote@middleoak.com to get your copy of the checklists.

- 8 Questions to ask when insuring your residential rental properties
- 6 Questions to ask when insuring your community association

The [Habitational - Apartment Program](#) and [Habitational - Condominium Program](#) from MiddleOak are available in AR, AZ, CO, DE, GA, IA, ID, IN, KY, MD, ME, MI, MO, MT, NH, NJ, NY, NV, OH, OR, PA, SC, TN, UT, VA, VT, WA, and WI on [Big "I" Markets](#).