

Telemarketing Talking Points

Selling the Value Added Services

Value Added Services

- Claims services
- Assistance with Audits
- Swift Certificates
- Renewal Team to Shop Your Insurance Proactively
- Loss Control Services

Voicemail:

Hello, NAME I wanted to reach out to introduce myself. We have insured several XXX and helped them save money, reduce hassle and better protect their biggest asset, their business.

I'm NAME from COMPANY and we specialize in insuring INDUSTRY. I know no one wants to deal with their insurance but we find the major pain points are Claims, Certificates, Audits and or quite frankly agents who aren't working for them like they used to. If your business falls into one of these categories we should talk. You can reach me at PHONE.

Live:

Hello, NAME I wanted to reach out to introduce myself. We have insured several XXX and helped them save money, reduce hassle and better protect their biggest asset, their business.

I'm NAME from COMPANY and we specialize in insuring INDUSTRY. Tell me have you had any challenges with claims, audits, certificates or service in the last 3 years with your agency....

- Ask the lead in question
 - Claims: "What have you been seeing on your weekly claims update reports from your agent?"
 - Get them to understand what they AREN'T Getting
 - Audits: "How was your last audit, did you end up paying more?"
 - Yes, one thing our clients enjoy is our quarterly reviews so you don't get surprised with unexpected insurance bills.
 - No, so that means you loaned your insurance company money and didn't collect interest. How does that make you feel?
 - Certificates: "How quickly do you normally get a certificate after you request it?"

- Same day. I'm happy to hear that your agent is on top of their certificates, we get them done within 1 hour so you can take it off your list of things to do.
- 1+ Days. We have a dedicated 8 person certificate team so generally we get them to you within 1 hour. This helps save your team time since there is no follow up.
- Renewal Team: "When is the last time your agent shopped your insurance to ensure you are getting the most competitive rates?"
 - Within 2 years: That's great, did you have to ask them to shop or did they do it proactively. We actually shop your insurance every year to make sure you are maximizing your investment.
 - 2+ years: Really? We are in a great market where rates are dropping. I can give you a no obligation competitive quote so you can ensure you are getting the best value.
- Loss Control: "When was the last time you had a safety meeting?"
 - Never: That is one of the services we offer for our client's. The safer your workplace is, the more you can grow. We want to work with you to reduce your mod.
 - Last Month: That's great to hear, what kind of strategies did they recommend?



We offer resources to support your agency in the Hard Market:

Check out all sections within the complete version of the Hard Market Toolkit brought to you by Trusted Choice.



All Sections included in the complete Hard Market Toolkit Update:

- Hard Market Overview and Update
- Selling Strategies in a Hard Market
- Enhance Your Communication Strategy
- How and Why to Showcase Your Agency's Community Involvement
- Communication Strategies for Commercial Accounts
- Seven Strategies to Drive Retention for the Long Run
- How to Stop a Cancellation
- Email and Digital Templates
- Extensive Appendix of useful external links, downloads and resources

Download the complete Hard Market Toolkit update:
trustedchoice.independentagent.com/hardmarket