

Hard Market Selling

MANAGING GROWTH AND PROSPECTS

1. Offensive Attack
2. Educate
3. Change the Way they Think

MANAGING MESSAGE AND EXISTING CLIENTS

1. Give Trending Information throughout year – Shows your knowledge and maintain control of the renewal.
2. Help clients plan and prepare for increases and decisions. Keeps you in control.
3. Problem solve for alternative strategies – Be strategic. Keeps focus on solutions vs looking for another broker to get help.
4. Help client understand why. Makes you the expert.
5. Show importance for “controlling what they can control”. Risk awareness, focus on items you can assist and help manage. Make them fear losing it. QUANTIFY IT!
6. Three year plans (think longer term). Puts them on a path with “you”.
7. 180 days out do renewed assessment and annual plan. Make the renewal strategy part of the 180 days.
8. Use Retention Sheet to show greater value. Highlights the value you bring.
9. Know the markets and educate yourself on ways to help with creative solutions.
10. Use risk assessments, better submissions, client knowledge to have great submissions.