SALES THROUGH SERVICE!

"BUILD YOUR BUSINESS FROM WITHIN"

PRODUCER RESOURCES LLC

TOPICS

- Referrals, the life blood for business success!
- Acres of Diamonds
- Sales through service
- Build from within
- Create Sales Opportunity's
- Stay Connected
- Ask “The Magic Word”

REFERRALS, THE LIFE BLOOD FOR BUSINESS SUCCESS!

- Referral prospecting involves leveraging your existing customers to generate new business opportunities.
- It's a powerful method because "leads generated through referrals" tend to close faster and at a higher rate compared to those from other sources.
- By actively seeking referrals, you can expand your reach and fill your sales pipeline with qualified prospects.

ACRES OF DIAMONDS!

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- A famous lecture by Russell H. Conwell, emphasizes that opportunity for wealth and success is often found in one's own environment and community, rather than through distant ventures.
- The core message is that individuals should focus on developing the resources and potential within their immediate reach, rather than seeking fortune elsewhere.
- The message of "Acres of Diamonds" remains relevant, urging individuals to look within and around themselves for opportunities rather than being distracted by the perceived allure of distant prospects.

SALES THROUGH SERVICE

- "Sales through service" refers to a business strategy where exceptional customer service is used as a key driver for increased sales.
- It's about building strong customer relationships through service, which in turn leads to more sales opportunities, including upselling and cross-selling.
- This approach focuses on creating a positive customer experience that naturally leads to sales rather than relying solely on traditional sales tactics.

BUILD FROM WITHIN!

- We see agents spend a small fortune on third party leads that are not converting to sales.
- Depending on the number of existing policyholders, when build within is properly used will provide a sufficient number of Sales opportunities.

CREATE SALES OPPORTUNITY'S

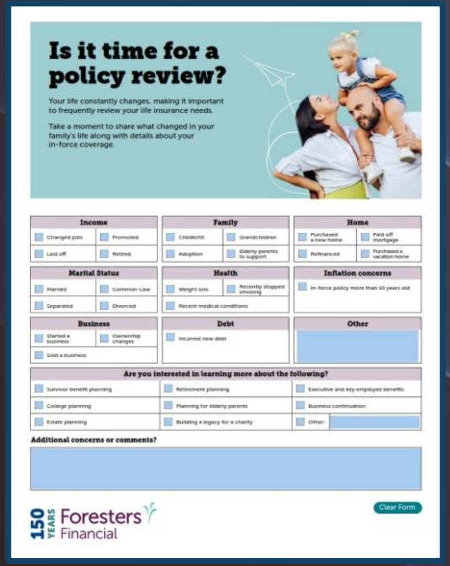
- Here are few service ideas t create new sales!
- Annual Policy Reviews
- Beneficiary Selling
- Birthdays
- Term Conversions
- Orphan Policyholders
- Annual Statements

ANNUAL POLICY REVIEW

- An annual policy review is a yearly evaluation of insurance policies, like home, auto, and life insurance, to ensure they still meet your needs and are up-to-date.
- This review helps you confirm you have adequate coverage, beneficiary designations are correct, and that you're getting the best possible value.
- It's also a good time to consider any major life changes that might impact your insurance needs.

ANNUAL POLICY REVIEW

- By performing annual policy reviews, allows you to reconnect with your customer(s).
- It let’s them know how much you care and value them as customer.


Is it time for a policy review?

Your life constantly changes, making it important to frequently review your life insurance needs.

Take a moment to share what changed in your family's life along with details about your in-force coverage.

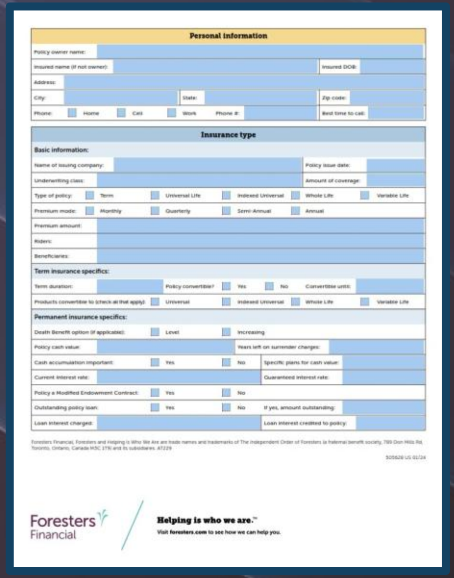
Income		Family		Home	
Changed jobs	Promoted	Childbirth	Grandchildren	Purchased a new home	Paid off mortgage
Laid off	Retired	Adoption	Elderly parents to support	Refinanced	Purchased a vacation home
Marital Status		**Health**		**Inflation concerns**	
Married	Common-Law	Weight loss	Recently stopped smoking	In-force policy more than 10 years old	
Separated	Divorced	Recent medical conditions			
Business		**Debt**		**Other**	
Started a business	Ownership changes	Incurred new debt			
Sold a business					

Are you interested in learning more about the following?		
Survivor benefit planning	Retirement planning	Executive and key employee benefits
College planning	Planning for elderly parents	Business continuation
Estate planning	Building a legacy for a charity	Other:

Additional concerns or comments?

Clear Form

150 YEARS Foresters Financial


Personal information			
Policy owner name:			
Insured name (if not owner):		Insured DOB:	
Address:			
City:	State:	Zip code:	
Phone: Home Cell Work	Phone #:	Best time to call:	

Insurance type					
Basic information:					
Name of issuing company:			Policy issue date:		
Underwriting class:			Amount of coverage:		
Type of policy:	Term	Universal Life	Indexed Universal	Whole Life	Variable Life
Premium mode:	Monthly	Quarterly	Semi-Annual	Annual	
Premium amount:					
Riders:					
Beneficiaries:					
Term insurance specifics:					
Term duration:		Policy convertible?	Yes	No	Convertible until:
Products convertible to (check all that apply):	Universal	Indexed Universal	Whole Life	Variable Life	
Permanent insurance specifics:					
Death Benefit option (if applicable):	Level	Increasing			
Policy cash value:		Years left on surrender charges:			
Cash accumulation important:	Yes	No	Specific plans for cash value:		
Current interest rate:		Guaranteed interest rate:			
Policy a Modified Endowment Contract:	Yes	No			
Outstanding policy loan:	Yes	No	If yes, amount outstanding:		
Loan interest charged:		Loan interest credited to policy:			

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BENEFICIARY SELLING

- Many States have enacted laws that supersede provisions stated in the policy.
- The State provision recognizes current spousal rights to assets owned by the deceased spouse.
- It is your duty to inform your customers of the potential State laws that have been enacted after the designated owner or beneficiaries named on the policy.
- The importance of updating and adding contingent owners and beneficiaries.

BENEFICIARY SELLING

- The importance of updating and adding contingent owners and beneficiaries. Will help by-pass Probate issues.
- Have a copy of the State regulations that may affect policy owners and beneficiaries.

BENEFICIARY DESIGNATIONS

It's crucial to review and update beneficiary designations for various accounts and policies to ensure your assets are distributed according to your wishes Significant life events like marriage, divorce, or the birth of a child often necessitate these changes, and regular reviews are recommended to reflect your current circumstances.

Estate Tax Exemption

The federal estate tax exemption is $13.61million for 2024, but this is a temporary increase and is scheduled to revert to a lower amount after 2025, according to financial websites.

Secure Act 2.0:

This legislation allows for naming a special needs trust as a beneficiary, offering potential benefits for individuals with disabilities.

TaxRelief:

The IRS has provided relief for certain IRA beneficiaries who failed to take required minimum distributions (RMDs) in previous years, including 2024.

Required Amendments:

There are no required amendments to beneficiary designations on the 2024 IRS required amendments list.

Accounts to Review:

- **Retirement accounts (401(k)s, IRAs, Roth IRAs)**
- Life insurance policies
- Annuities
- Bank accounts (checking, savings, CDs)
- 529 collegesavingsplans
- Brokerage accounts
- Employer-sponsoredbenefits (e.g., group life insurance)
- USsavingsbonds

BENEFICIARY REFERRAL

After you have either completed or delivered the policy... You say to the new insured.

Someday your beneficiary will have to call me & when they do I don't want them to feel they are calling a stranger.

Would you be opposed to me meeting your beneficiary, taking a few minutes, to explain the policy that you have, & what their obligations will be when that day comes?

They will more than likely say yes... This is a perfect opportunity to gain a new prospect.

Ask the new insured if he /she will call the beneficiary & let them know that they have recently purchased a policy from you & you are going to contact them and explain the policy & what their obligations will be.

Tell them that you will wait 2 or 3 days to contact the beneficiary.

More than likely the beneficiary will be willing to have you come over to explain the policy & explain on how they will receive the proceeds.

This is an *excellent* opportunity to work through the entire family and to have your current policy holder not only give you the names but to help you set up your next appointment(s).

BIRTHDAY'S

- Each month send Birthday Cards or Emails,
- Follow up with a phone call a few days after the birthday wish was sent.
- Preferrably a week or Two prior to their birthdate.
- Remind them this is an excellent time to lock in premiums before turn a year older.

TERM CONVERSIONS

- Each month select 5 to 10 of your customers who have:
- Term Life Policy
- Children's Term Rider
- Other insured or Spouse Term Rider.

ORPHAN POLICY HOLDERS

- Each month select 5 to 10 of your Orphan policy holders.
- Rebuild trust and changes since the policy was issued, or since the last time you made contact.

ANNUAL STATEMENT REVIEWS

- Contact your customers to review their Annual Policy Statements, or other Correspondences.

STAY CONNECTED

- Keep in touch with your clients on a regular basis by;
- Sending out Birthday, Anniversaries, Holidays Wishes.
- Annual Policy Reviews.
- Loss of a Loved One.
- Birth of a Child.
- Newsletters.

ASK " THE MAGIC WORD"

- Ask The Magic Word refers to always and continuously ask for referrals.
- Prospecting for Referrals from your current customers is the most efficient method of producing quality leads.
- It is very cost effective versus Direct Mail, and Digital Leads.

ASK " THE MAGIC WORD"

- Asking who do you know? Generally, does not work!
- Collecting Names for potential leads is the first step.
- A soft and effective method is ask for the following;
- Emergency Contacts
- Next of Kin
- Their favorite charity
- Civic and Social Groups
- Church
- Education or study groups

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