SHOULD P&C AGENTS EMBRACE LIFE INSURANCE?

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GETTING TO KNOW ONE ANOTHER

- MY BACKGROUND
  - -- WHY STORY
  - -- FIRST CAREER
  - -- BACKGROUND IN INDUSTRY
  - -- BUSINESS MODEL
- HOW MANY ARE STRICTLY P&C AGENTS
- HOW MANY CURRENTLY SELL LIFE INSURANCE

AGENDA

1 ELEPHANT IN THE ROOM
2 WHY THIS MATTERS TO YOUR BOTTOM LINE
3 WHY YOUR CLIENTS NEED YOU TO DO THIS
4 OVERCOMING MENTAL BARRIERS
5 HOW TO START
6 ADDRESSING COMPLIANCE AND LICENSING
7 THE COST OF DOING NOTHING

PLEASE ASK ANY/ALL QUESTIONS THROUGHOUT

ELEPHANT IN THE ROOM

1. THE PROTECTION GAP

2. THE AGENT/ADVISOR THEY ALREADY TRUST

3. REFRAME THE ROLE

WHY THIS MATTERS TO YOUR BOTTOM LINE

1. REVENUE DIVERSIFICATION

2. CLIENT RETENTION

3. LIFETIME CLIENT VALUE

4. COMPETITIVE DIFFERENTIATION

WHY YOUR CLIENTS NEED YOU TO DO THIS

1. THE COVERAGE GAP IS REAL
2. LIFE EVENTS YOU ALREADY KNOW ABOUT
3. THE MORAL OBLIGATION ARGUMENT
4. REAL-WORLD STORY / CASE STUDY

OVERCOMING MENTAL BARRIERS

1. “I DON’T KNOW ENOUGH ABOUT LIFE INS”

2. “MY CLIENTS DON’T WANT TO TALK ABOUT DEATH”

3. “I DON’T WANT TO SEEM PUSHY”

4. “I’M TOO BUSY WITH P&C RENEWALS

PLAYBOOK: HOW TO GET STARTED

1. IDENTIFY LOW-HANGING FRUIT

2. THE 3-QUESTION CONVERSATION STARTER

3. BUILD A SIMPLE PROCESS

4. LEVERAGE PARTNERSHIPS

5. TRACK AND CELEBRATE WINS

ADDRESSING COMPLIANCE AND LICENSING

1. LICENSING REQUIREMENTS

2. E&O CONSIDERATIONS

3. CARRIER AND AGENCY GUIDELINES

THE COST OF DOING NOTHING

1. FOR YOUR CLIENTS
2. FOR YOUR BUSINESS
3. THE CHALLENGE
4. FINAL THOUGHT: YOUR CLIENTS TRUST YOU WITH EVERYTHING THEY OWN… HELP THEM PROTECT THOSE THEY LOVE

MAHALO!

ADDITIONAL QUESTIONS?