

OPERATIONS TRAINING

Cross Selling Inside the Line of Business

Purpose: Realize the importance of how cross selling inside the line of business contributes to a Growth Culture and improves your Retention.

Preparation: Facilitator to pull a report on the policies per client in each department. This is not a must but would be more effective to set the stage for the training. For example: If you have 5000 personal lines clients with a 1.4 policies per client and your goal was to get that number to 1.8, you could potentially put \$300,000 of new revenue within the line assuming revenue per client of \$150 (2000 policies x 150 = \$300,000).

Facilitator: Begin the session by stating the name and purpose of the session. It is also important that the Facilitator defines a Growth Culture and discusses the importance of a Growth Culture in your agency.

Exercise:

- Have all participants write down what's in it for them/agency to write all lines of business within their department. (For example - Retention, Increased Revenue, Gaps In Coverage, E&O Reduction, etc.)
- Have all participants write down what's in it for the client to have all their lines of business with the same agency. (Discounts, Single Deductible, Risk Management Advice, Gaps in Coverage, One Stop Solution, etc.)
 - Go around the room and get feedback.
- Now ask the question – How would you feel if you did not explain to a client why they should have all their business with the agency and the client had a bad experience or a loss that was not covered?
 - Go around the room and get feedback.
- Split the group up 3 per team. If you have a large group the teams can be bigger. Give them 5 minutes to come up with a script on how to effectively communicate to a client “why” they should consider having all business with the agency.
- Get feedback and allow people to tweak what they have written based on feedback.
- Allow the same group to practice. If time permits allow each group to do it 3 times – each time switching the roles from client, agent & observer.



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Facilitator: Read the following paragraphs to the group to wrap up the session.

All stakeholders win when we cross sell within the line of business. A stakeholder defined as a client, employee, agency and insurance company.

The statistics tell us that when we only have one policy for a client the retention rate is under 85%, when we have two lines of business it is between 85 to 90% and when we have all lines of business it is over 92%. This is a great Exit Barrier strategy.

When an agent has all the policies within the line they can understand the risk much better resulting in better risk management advice for the client. The agent often can also offer discounts and combine deductibles on claims when two policies are affected which can lower cost for the client.

When an agent has all the business and understands the entire account the risk of gaps in coverage reduces along with the agencies E&O exposure.

We have to remember this is not about “Selling”. This is about helping clients understand what’s in it for them to have all lines of business within the department. Success will come from having a good conversation and helping clients understand why. The added bonus – you will participate in the growing of our agency.

