



10 Ways to Increase Sales and Save Time

Currently, the insurance industry is strategically positioned to pursue underinsured middle-market consumers. Insurance policies are desirable to consumers because they protect consumers when tragedy strikes. Though insurance policies fill a need for consumers, it is not always easy to keep sales rates steady. This article offers ten tips that will help you increase policy sales and save time doing it.

1. UNDERSTAND YOUR CLIENTS

Understand the lifestyle of your clients and difficulties they may face. To establish a positive relationship, intentionally ask them questions about their circumstances, and convey an attitude of caring about their answers.

2. HAVE A MOBILE-FRIENDLY WEBSITE

Time is a big concern for many people. Your clients will want a website they can access while on-the-go. For this reason, it is imperative to have a responsive website that works just as well on smartphones as it does on a laptop or desktop. Moreover, your website's content should reflect the needs of your target audience. Ask yourself, "If I were in their shoes what would I want to know?" This question can help you identify gaps in your website's content.

3. INVEST IN DEVELOPMENT AND TRAINING

Many people are not born salesmen; they have to continually hone their craft. Have a program in place to keep up on industry news and offer training on how to sell new products. Small investments in professional development can reap tremendous dividends for performance.



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4. EMBRACE AUTOMATION

Automation saves you time and money while allowing you to focus on the core of selling. Two ways you can implement automation are investing in services that send routine emails to new clients and automating data entry tasks.

5. DON'T FORGET EMAIL MARKETING

Engage with clients through email to keep your services top-of-mind. Liberally offer information that potential clients are seeking. Value every interaction you have because any conversation is a chance to plant the seed for your next sale. Think about the frequency of your email communications. Don't email too frequently to annoy prospects, but keep the frequency close enough to stay top-of-mind and deliver value. Also, have a nice mix of value based content in your emails and sales/promotional messaging. An 80/20 mix of value/promotional is a good rule of thumb.

6. PROVIDE THE PROPER TOOLS

Once you have trained your sales reps, you should ensure they have proper tools and equipment. If possible, try to grant reasonable requests for equipment that will likely improve productivity or (such as ergonomic chairs).

7. THANK CLIENTS

Hand-written thank you notes to clients who have referred someone to you makes a big impact on how they look at your service. Thank them for their confidence in you and enclose a couple of business cards they can pass along.





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8. ELECTRONICALLY DEPOSIT CHECKS

Electronically depositing checks saves you time because you don't have to go to the bank. This process uses a scanner and internet connection without the need for special software.

9. CUSTOMER SERVICE

People remember how a company treats them and are more likely to share their experiences with others. Therefore, having excellent customer service is vital.

10. BELIEVE IN YOUR PRODUCT

If you believe in what you are selling, you will sell it to others more easily. You will be much more successful if you generate genuine enthusiasm.

These tips can help you increase sales productivity. When you and your team are more productive, you will generate more revenue.

