

CASE STUDY

Insurance Marketing Organization

Objective

Independent financial advisors who work for Insurance Marketing Organizations (IMOs) have a seemingly infinite number of wholesale resources when it comes to constructing an appropriate solution for their clients. Most of the “hitters” complain of an average of four calls per day from product pushers. In the sea of opportunity, financial advisors leverage a relatively small set of asset classes and providers with whom they have the greatest level of comfort.

InsurMark and Nick Randazzo found that getting advisors to adjust their habits to write different business required navigating a number of obstacles. Often upon making contact with a potential agent partner, the short conversation ended with the responses, “We’re not interested right now,

but can you call me back in a few months”, “I’m already contracted with a competitor,” or the dreaded, “Why don’t you just send me some information and I’ll take a look.”

If, by chance, the advisor agreed to hear what the marketer had to say, it meant that he had a surplus of time and was probably not a “hitter.”

Still, Nick and his peers would launch into a highly data-driven generic elevator pitch with a low success rate. And if the advisor agreed to contract with the IMO, it was usually seen as a low commitment step that held no promise of any future business. This shotgun approach resulted in marketers spending time recruiting anyone who would agree to sign a contract.

Deliverables

InsurMark engaged ASLAN Training & Development to design a program dedicated to recruiting qualified, high-volume agent partners. The process involved three deliverables:

Customized content: Specific tools to address InsurMark's challenges

How do you transform an interaction from being perceived as a nuisance to “You had me at hello”? With customized tools and content that equips agents to overcome hurdles and engage in meaningful dialogue. ASLAN's consultants first examined industry macro- and micro-issues and collaborated with InsurMark to pinpoint specific problems by leveraging on-site observation and focus groups. ASLAN and InsurMark then designed a program infused with ideas, tools, information and verbatim suggestions for reps to eliminate barriers and engage in meaningful conversations.

Training Program: Powerful sessions for lasting behavior change

To ensure the program was more than just an entertaining one-time event, ASLAN provided the foundation for lasting behavior change with creative learning techniques and reference tools, including conversation guides with sales-ready messaging and live recorded calls of agent interactions. Participants learned how to address the following major challenges:

- Building relationships and alliances within the office to gain sponsorship

- Navigating barriers to gain access to decision-making agent or agents within a firm
- Engaging emotionally unreceptive agents who deliver canned responses to avoid a meeting
- Responding to the agents' misconceptions and beliefs about products and ensuring they are receptive to changing habits when recommending a holistic financial planning solution for their clients
- Developing a creative account management process to build loyalty and gain a competitive advantage with stalled accounts

Catalyst™ High-Performance Coaching Program: The key to making it stick

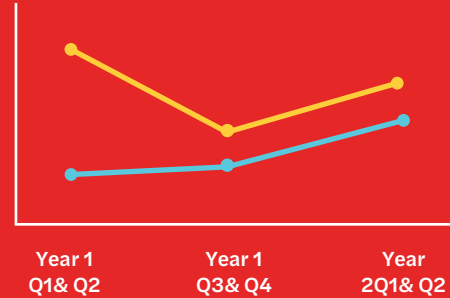
Most programs fail. Why? They don't provide the management team or the reps with the tools and support to continue the skill development process. ASLAN ensured the success of the program by:

- Certifying the manager to coach and reinforce training
- Providing tools for manager assessment, skill builders and personal development plans
- Developing self-assessment tools for reps
- Ongoing one-on-one coaching sessions with managers
- Offering free monthly subscriptions to ASLAN applications

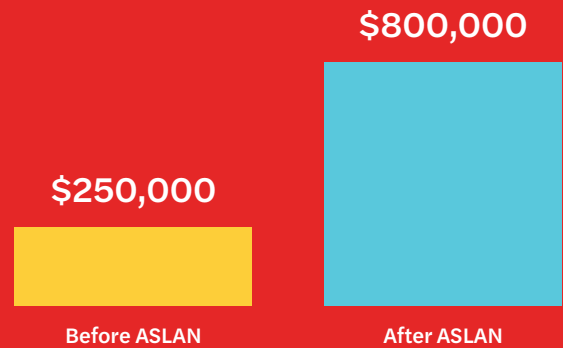


New Agents Contracted vs. New Agents Writing

— New Agents Contracted
— New Agents Writing



Avg Premium per New Agent 1st 12 mos Before and After ASLAN



Results

“Before ASLAN ... I was just shooting in the dark, and most of the time I was hitting nothing,” said Nick “I was previously trained to ‘recruit or perish.’ Now, I am working smarter not harder by recruiting and focusing on agents who will actually write business with me. After ASLAN taught me to ask the right questions to find out what the potential client needed,

my business has significantly improved.” Every single participant said the program exceeded or met their expectations and the company now attributes their growth in business to ASLAN.

Performance Improvement

- Improved conversion rate of contracted agents to writing agents from 42% to 78%
- Increased average premium written in first 12 months by new agents from \$316,000 to \$876,000 per agent
- Grew revenue to InsurMark by 47.6% over one year at an average spread of 2.21%



Since 1996, in over 25 countries, ASLAN Training & Development have been helping bridge the gap in sales force execution in many of the world's largest sales organizations. Beyond the typical training event, our solutions and expertise are focused on the four critical areas needed to ensure sustainable change:

- Tactics – Establishing the methods, message and metrics that are consistent with high performing sales organizations
- Rep Development – Customized skill development programs for each of the 11 unique sales roles
- Leadership Development – Providing the tools and programs to ensure sales leaders transition from just measuring performance to truly driving change
- Road Map to Transformation – Includes leadership certification, rep and manager development resources, & sales dashboard to track and measure the three areas that drive results

Let ASLAN help build your bridge between today's status quo and your sales execution of tomorrow.



Unlock Tailored Sales Training Solutions for Your Team.

The results speak for themselves

22x

Increase in number of meetings

365%

Higher response and click-through rates

44%

Average increase in rep performance

1.5

Months saved per year

From Assessment to Mastery: ASLAN's Tailored Sales Training That Delivers Results

Prepare

Assess needs, customize, align leadership.

Ignite

Embrace change through interactive learning.

Transform

Master skills with digital tools and coaching.

Trusted by Top Organizations



Get in touch with the ASLAN Team to unlock a proven, tailored approach that turns your sales reps into revenue-driving partners.

SCHEDULE A CONSULTATION