

Client Spotlight

InsurMark

SITUATION

InsurMark's marketers faced a challenge common in the industry: plenty of new advisor contracts, but few turned into actual production. Advisors were inundated with generic, product-pitch calls that failed to create connection or credibility.

As a result, most engagements yielded low-commitment agreements and minimal follow-through, keeping growth stagnant and high-potential opportunities out of reach.

SOLUTION

ASLAN delivered a role-specific solution designed to improve conversion, reduce attrition, and ramp new hires faster:

- **ACCESS® Prospecting:** Equipped marketers to lead with value, not products, reframing outreach with messaging that centered the advisor, not the solution.
- **Other-Centered® Selling:** Trained marketers in proven frameworks like Captivate, Elevate, and Separate to drive relevance and build trust.
- **Catalyst™ Coaching:** Certified leaders to reinforce the shift and sustain performance through structured coaching and development.

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Before ASLAN, I was just shooting in the dark... Now I'm working smarter, not harder, by focusing on advisors who will actually write business with me. After ASLAN taught me to ask the right questions, my business has significantly improved.

– Nick Randazzo, InsurMark

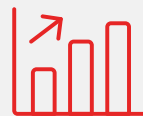
RESULTS



78% conversion rate
(up from 42%)

\$876K

average premium per
new agent in the first year
(up from \$316K)



47.6% YoY revenue growth



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