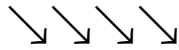


Sell From Strength: Identify Your Advantages and Solutions

Ed Lamont, Lamont Consulting Group, Palm Beach, Fla.



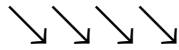


SELL FROM STRENGTH

Identify Your Advantages and Solutions

Presented to: IIA Texas
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Houston, TX
June 23, 2011

June, 2011
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SELL FROM STRENGTH

Identify Your Advantages and Solutions

Why Identify Advantages and Solutions?

Develop areas of expertise:

- Discover strengths
- Identify solutions
- _____

Focuses on problems buyers face and want solved:

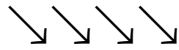
- Based on a commitment to professionalism
- “Street” based
- _____

Validates value:

- Goes beyond “apples for apples”
- Properly positions price
- _____

Separates you from the competition:

- Problem solver
- Protection plan expert
- _____



SELL FROM STRENGTH

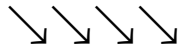
Identify Your Advantages and Solutions

STEP TWO: Organize Advantages and Solutions

ADVANTAGES and SOLUTIONS MATRIX

1. Correlate cost, coverage/products, relationship, risk management, and service with strengths, knowledge, advantages, and solutions with...
2. ...you, your agency support team, and insurance companies.

	COST/ VALUE	COVERAGE/ PRODUCTS	RELATION- SHIP	RISK MG'T	SERVICE
YOU					
AGENCY					



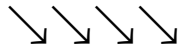
INSURERS					
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SELL FROM STRENGTH

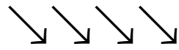
Identify Your Advantages and Solutions

STEP TWO: Organize Recognizable Advantages (cont.)

EX: YOU and COST/VALUE



1. 25+ Years of Professional Insurance Experience
2. Surety Bond Specialist
3. Workers Compensation Expert
4. Risk Management Authority
5. Financial Statement Fluent
6. Strategic Alliances with CPA's, Bankers, GC's, Artisans, and Supply Houses
7. Trade Association Leader
8. Worked in Construction
9. Banking Background
- 10.



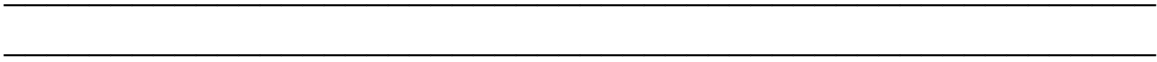
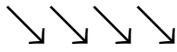
SELL FROM STRENGTH

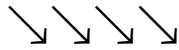
Identify Your Advantages and Solutions

STEP THREE: Develop Advantages and Solutions

BUILD BOX BY BOX

	COST/ VALUE	COVERAGE/ PRODUCTS	RELATION- SHIP	RISK MGT	SERVICE
YOU		Surety/ Workers Comp Specialist	Intro'd CPA who knows AICPA Audit & Account for Contractors	Drug-free Work Place Authority	Decipher Billing
AGENCY	Corrected Ex. Mod	Program manager	Served Industry Since 1978	Disaster Planning	24/7 COI's
INSURERS	A+ Rated Since 1954	Special Program	Accident Forgiveness	Loss Control Techniques	Service Center



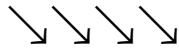


SELL FROM STRENGTH

Identify Your Advantages and Solutions

ADVANTAGES and SOLUTIONS MATRIX

	COST/ VALUE	COVERAGE/ PRODUCTS	RELATION- SHIP	RISK MG'T	SERVICE
YOU					
AGENCY					
INSURERS					



SELL FROM STRENGTH

Identify Your Advantages and Solutions

ADVANTAGES LOG

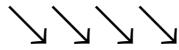
Cost

Coverage

Relationship

Risk Management

Service



SELL FROM STRENGTH
Identify Your Advantages and Solutions
SOLUTIONS LOG

Protection Solutions

Service and Client Support Solutions

Risk Management Solutions

Management/Profitability/Non-Insurance Solutions

