

# Optimize Opportunities With New Producer Prospect Management System

In a tough economy, it's more important than ever to pre-qualify prospects before allocating valuable agency time and resources to deliver a proposal. To help you manage prospects efficiently but effectively through the sales process, IIAT is pleased to present the Producer Prospect Management System (PPMS), a Microsoft Access-based sales management tool.

The IIAT Producer Prospect Management System is an easy-to-use prospect tracking system tailor-made for the insurance industry that allows you to track, forecast and run reports on your producers' prospects. Best of all, it includes a built-in account pre-qualification function using seven important sales criteria that will help you answer the following questions:

1. **Account revenue** – Will the account commission produce an adequate return on your investment in time and expense and that of the agency?
2. **Prospect influence** – Is this account influential with other accounts? Can it lead to other business?
3. **Industry classification** – Is the industry a targeted class for the agency and the carriers represented? Does the producer or agency staff have experience applicable to the industry?
4. **Incumbent relationship** – What is the nature of the relationship with the current agent? Is the incumbent strong? Is the incumbent vulnerable?
5. **Producer relationship** – Has the producer established credibility with the decision maker(s)? Will all the data needed be provided?
6. **Account pain** – Has the producer been able to identify problems with the current coverage or service? How many? How significant?
7. **Authority and mindset** – Has switching criteria been identified and agreed upon? Is the account willing/able to fire incumbent if criteria are met?

The Producer Prospect Management System is a great way to help seasoned producers stay on target and new producers learn the steps necessary to properly position themselves with an account before attempting to close. It can be used by one producer or many and is especially useful for executing the sales management function. Reports can sort data by producer, sales stage, commission size and more. Get complete details, including an online demonstration; or order online at [iiat.org](http://iiat.org) in the IIAT .

**Ultimately, the IIAT Producer Prospect Management System will help you transform prospects into relationship.**