BEST PRACTICES TO PROTECT YOUR CURRENT BOOK AND GROW YOUR AGENCY DURING THE PANDEMIC

DR. BILLY WILLIAMS

VIRTUAL RECOVERY SUMMIT
helping your agency innovate & grow
OUR GOAL IS TO TEACH YOU HOW TO OPERATE AND GROW YOUR INSURANCE AGENCY DURING AND AFTER THE PANDEMIC!
The New Reality

- One in 5 American hourly workers have either lost their job or have had their hours reduced;
- 30% of Americans (regardless of income) are living paycheck-to-paycheck;
- Insurance carriers will have to modify payment options, products we sell, underwriting guidelines, and eventually “Underlying rates per 1000”;
- Customers that have never had a problem paying their premiums, will now shop their insurance or make you justify their coverage and rates before they renew;
- Many current customers will shop first before contacting the existing agent/agency
CURRENT INSURANCE CUSTOMER CONCERNS

- **Health** (Family, Loved Ones, and Friends)
- Food
- **Shelter** (Rent or Mortgage)
- **Income/Work**
- **Safety/Security** (Religious Worship, Community, Transportation, etc)
- **Expenses/Bills** (Insurance, Medical Bills, and Education Expenses are the most likely expenses/bills to get skipped or delayed)

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Best Practices to Protect Your Current Book and Grow Your Agency During the Pandemic

You must have a three-pronged approach:

1. Protect your current Book of Business

2. Market/Prospect to the flood of people that will be shopping their insurance

3. Manage, Train, and Monitor Remote Staff
PROTECT YOUR BOOK OF BUSINESS

• Your current customers are online searching and seeing information about carrier refund and payment deferment programs.

• 93% of online experiences start with an online search. Are you on Google Maps, is your website, blog, landing page, etc. relevant for the times?

• If you have not contacted your customers, search Engines like Google, Bing, Safari, etc., are driving your customers to competitor carrier and competitor agency blogs, videos, and websites for information.
PROTECT YOUR BOOK OF BUSINESS

1. Break your book into A, B, C clients

2. “A” Clients are the top 20% of clients by Revenue

3. “B” Clients are from 30% - 80% of your clients by Revenue

4. “C” Clients are the final 30% of clients by Revenue
PROTECT YOUR BOOK OF BUSINESS

1. Create a Video that will be sent in a mass email to your current book

2. (Optional) Conduct a live or pre-recorded conference call

3. 

4. The video should address the various Carrier Refund Programs, Carrier Deferred Payment Options, and any information the agency has available about the Payroll Protection Plan

5. The video should also be posted on the agency's YouTube Channel, social media (post, articles, FB live, IG live), and website

6. Here is the Pandemic Retention Email (Use the wording as your video script as well) Pandemic Retention Email Blast Script.pdf
PROTECT YOUR BOOK OF BUSINESS

7. Invite all of your current customers to a Conference Call (Freeconferencecall.com)

8. Create a Hotline that explains the Carrier Refund Programs and the Carrier Deferred Payment Programs (Recorded Message)

9. “A” Customers:
   - Reach out by a personal phone call,
   - Create a personalized Loom Video that ask how they are doing and requesting a Zoom Meeting to review their policies
10. Invite all of your “B” and “C” current customers to
   • A Conference Call (Freeconferencecall.com)
   • A Video Email that explains the Carrier Refund and Deferred Payment Plans
   • To contact the agency to discuss their policy and programs that are in place to assist them during these difficult times
PROTECT YOUR BOOK OF BUSINESS

• Items you MUST be prepared to discuss and explain during the Renewal/Policy Review Conversation

• 1. Carrier Refund Programs

• 2. Carrier Deferred Payment Options

• 3. Payroll Protection Plan (Here is a thorough 16 Page Guide)
MARKET FOR NEW CUSTOMERS

• 93% OF INSURANCE SHOPPERS WILL START THEIR SEARCH ONLINE
• Make sure all your Google properties have the correct: Business Name, Address, and Business Phone Number
• Is your website showing on Google Maps?
• Have Google Reviews that are 30 days or newer from Business Referral Partners and Customers
• Make sure your website content is relevant for the current environment
• Make sure your Website has been recently Indexed (Google Search Console)
• Have an updated video on your site that is hosted on YouTube
• Make sure your keywords and key phrases match what Google shows on the predicted suggestions dropdown in the description and tags of your YouTube Video
• Have a Google and Facebook Tracking Pixel on your homepage, landing page, etc.
• Prospect for Business Referral Partners for specific insurance products
• Hire a Virtual Assistant to make outbound calls, create Facebook Ads, Create Postal Mail Postcards, etc.
• Keep your current marketing campaigns operating consistently
## MANAGE, TRAIN AND MONITOR REMOTE STAFF

1. **Make a team training and process spot-check calendar for the agency:** This is especially important if you have remote staff!

2. **Walk through the customer journey from a Lead to new customer, to policy change, to claims, to renewal process, to policy review:**

3. **Identify which tasks can be done from home by a remote worker:**

4. **Identify which tech and automation can and should be used such as:** ActivTrak to monitor staff computers, Slack or Teams for instant communication, Zoom for Quote and Service videos, EZTexting to make your landline text capable;

5. **Identify how you plan on communicating with your prospects and customers:** phone, texting, email, video, conference calls, etc.

6. **Train and role play one process per day with your team by conference call or zoom video:**

7. **Set up some type of instant messaging tool like slack, teams, ring central, etc., to communicate with your team:**

8. **Communicating and training with your team on a daily basis for a few minutes will keep them from feeling isolated, keep them engaged, provide help with understanding how to continue doing their job in an effective manner, and keep them accountable to the team:**

9. **Prospect, prospect, prospect!** Pick up the phone and call customers and point out policy weaknesses, email former customers and old leads, contact potential business referral partners, purchase an x-date mailing list, write website articles and blogs, etc.

"Everyone is unsure of what is going to happen and how long this pandemic will last, so sales numbers will probably drop, but now is NOT the time to stop prospecting. Things will bounce back and when they do, your consistency will pay off. Remember this Billyism "Consistency always looks like success from the outside view!"
Check out some of our Free Insurance Agent Resources

• Our Video and Podcast Freemium Membership
  https://www.inspireanation.org/Video/Audio-Resources

• Free, Downloadable, Insurance Agency Marketing Plan in Under 3 Minutes!
  https://www.inspireanation.org/2018-Marketing-Calendar

Upcoming General Public Webinars and Conference Calls
https://www.inspireanation.org/