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To the frustrated Marketing and Sales teams:

Do you know how someone in a buying selection process responds when they cannot distinguish one competitor from another? They are left with PRICE as the only differentiator. Do you feel you are “special and priceless”, therefor immune from the price shopper? You are NOT. How can you differentiate yourselves with the value you present and work so hard to increase every day?

You have a growing, loyal clientele who apparently appreciate you a great deal! If anyone knows the TRUTH about your value, they do

Read the following article, and learn exactly how to find out EXACTLY how you are so valuable to your market, and even have the precise words to express it!

Phil Beakes

3 Steps to Tap the Marketing Genius

When they ask, “**Why should I do business with you today?**”, how do you answer? Something powerful, full of emotional benefits for them, or like a sad majority of our peers, and our prospect’s usual response:

1. “We have many years of experience.” (You’re old!)
2. “We were founded in 1980.” (Older yet!)
3. “We have many insurance company partners for a competitive quote.” (Like everyone else?)
4. We have several convenient locations to serve you. (I don’t care.)

(And my personal favorite...)

5. We have GREAT PEOPLE! (As opposed to WHAT?)

ALL requirements to be in the game! When they respond with, “How nice for you”, you are **undifferentiated** entirely. You know and hate what comes next; there is only one thing left to determine your value.....your price.

Let’s test how you honestly look out there? Review 5 web sites; your competitors, and your OWN through the eyes of the Prospect. Are you different based on what you read? Probably not, and SEO logarithms cannot help this.

We are clearly valuable to many people, but what words credibly show that? Solution? Ask the **Marketing Genius**! It’s free, it’s fun, it expands client loyalty and provides the truth. Who is that Marketing Genius? It is your favorite clients today.

Here is the three-step process to change your marketing message forever:

First, identify your “**Favorite Clients**”. Do this based on **who they are**, not just what they do, or pay you. They are satisfied with your service and products, are happy, and refer you to those like them. 20 more just like them and you could run your firm from Tahiti!

Second, **INTERVIEW** 5 of these clients. NOT a “survey”, pick up the phone or the car keys and talk to them personally. Ask them a few critical questions:

- a. “Of all the agencies in town, why did you choose us; and why do you continue to choose us?” (Typically, two different answers)
- b. “What is the highest value you receive from our relationship?”
- c. “What is the one thing we could do to **lose** your business tomorrow”? *(If not the opposite of the first question? Keep asking.)*
- d. “How was this interview experience for you?” *(They enjoy it. Trust me.)*

They might start with, “You were low quote”, but listen further for the emotion, like, “I get sleep better because I know you are out there for me”, or “You removed this issue from my desk”, or, a powerful answer to the last question, “I knew I value you, but after this interview I know **WHY**” ... because it’s from their own heart!

Third; Look for the emotional value statements in their answers, and a pattern. These are the golden nuggets of perception that are true and perceived by your marketplace the same way. Instead of saying, “You can trust me”, you can say, “When was the last time you got a good night sleep knowing this issue is taken care of by someone you trust?”

Bam! “I want that. How do I get that from you?” A testimonial on steroids! And who is going to be attracted? People that look and act just like your favorite clients, wanting the same POWERFUL emotional benefit. That’s all that matters. You have arrived!

For a deeper explanation on how this works or how to implement, feel free to call me at no cost. In the meantime, go talk to some clients and get the truth of why you are so valuable out there!

Upcoming Events

"Accelerated Producer Intensive" Producer boot camp.

_"Send me your rookies and I'll send you back a warrior"

Camps being set up in Orange and San Diego Counties - contact Phil directly for details

"Strategy Sessions"

Please call for a 20 minute, no obligation appointment to talk about your world. A great chance to share insights, and solutions.

Set up a no-obligation appointment at <http://calendly.com/philbeakes>

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