https://www.illinoismutual.com/Learning-Center/Articles/Regular-check-ins-with-clients-can-boost-your-earning-potential

Could your clients pick you out of a line-up?

Regular check-ins with clients can boost your earning potential.

According to our 2022 Policyowner Survey, more than 35% of policyowners say they haven't heard from their agent since they bought their policy—and some say that was 25 years ago! If this is you, then you're missing out on valuable sales and referral opportunities.

Having annual check-ins with clients is not only good for them, it's good for you. It gives them a sense of security knowing that you're thinking about their financial needs, and it allows you to keep up with important milestones that can lead you to write more applications and build your book of business.

Such scenarios include:

- Getting a new job

- Buying a business
- Getting married
- Purchasing a home
- Having a child
- Navigating the loss of a family member
- Approaching retirement

These are all momentous occasions where life insurance and income protection come into play. Illinois Mutual offers some of the best products and riders in the market, so don’t miss an opportunity to help your clients add more coverage to accommodate their changing lifestyles and future goals.

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