



A Guide  
**TO SELLING INSURANCE**

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Getting involved with insurance sales can be a smart and financially rewarding career move. Due to the sheer number of potential clients in need of insurance, you should never be lacking work. With the various products and services on the market, tailor your agency to your specific skillset and sensibilities. In this industry, your salary is practically guaranteed as long as you are willing to put in the work.

In order to sell insurance, you need to focus on developing your skillset and the various strategies used to sell. If you continually work on your self-improvement, you will be more successful in the long term. If you know your stuff, you'll be of better service to your clients and feel more confident because you know what you are talking about. This and much, much more is what we are going to be talking about in this comprehensive guide on how to sell insurance. Increase your sales and develop as an insurance agent with the guide below.

## **Know Your Products and Know Them Well**

To the average consumer, insurance policies are hard to understand and stressful. Your job is to be the calm, knowledgeable insurance agent there to help with explaining what the client needs to know about their options. The more you know, and the better you can explain it to someone, the better success you'll see throughout your insurance career.





## **Never Stop Learning**

To become a licensed insurance agent, you must take a licensing exam. Depending on where you are working, you may also be required to complete a prerequisite course. These requirements are put in place because insurance is an industry with many legal restrictions and regulations. With products and policies varying so much, it is imperative that agents are knowledgeable enough to help their clients make the right coverage choices. This varies from top-of-the-line coverage to budget friendly options. Your responsibility is to know the policy coverage details and make sure they are covered if they need to file a claim.

Staying sharp on the information you needed to pass your licensing exam will serve you in the long run. You'll never know when basic knowledge will come in handy. That vital, basic information goes a long way when explaining important policy details to your prospects.

Taking advantage of additional learning opportunities in your state is an excellent opportunity to brush up on and deepen your knowledge base. Remember to take any coursework seriously, take what you've learned and use it to stand out from the rest.

When you are confident in what you have to say, customers can tell. They will be more comfortable working with someone who understands the process well.

## **Stay Up to Date on the Industry**

The insurance industry is constantly changing, whether it's the rules, policies or laws and regulations associated with it. You must stay up to date with the news to make accurate recommendations to your clients and prospects. Your clients put their trust in you to make sure they have the appropriate coverage and protection in line with current regulations. Being aware of the changes lets you better inform the client and results in you building your reputation as a good agent while also avoiding any costly mistakes.

Staying on top of when new plans become available can increase your sales. If your client benefits from such a plan and you are the first to recommend it, you are more likely to make a sale. This behavior also cements in your client's mind that you are highly knowledgeable.

## Know Your Resources and Be Confident

Remember that no one knows everything. A prospect or client may ask you a question you simply do not know the answer to; however, the way you handle the situation could be what makes or breaks the sale.

For a question you don't know the answer to, you should remain confident and be upfront about not knowing, shifting it into a learning opportunity for you and the client. Never make a guess and risk giving the client false information.

Instead, let the client know you have the resources to quickly and accurately answer their question. Tell them you want to be sure you're telling them the correct information so as not to steer them in the wrong direction. With transparency in your problem-solving process, you promote trust and show off your capability of solving any issues the client runs into in the future. You will come off as trustworthy.

## Know Your Audience

To sell insurance, you must properly define who your target audience is. Depending on the type of insurance you plan to sell, your audience will change. You could sell any combination of life, home, auto or health coverage policies, and being able to identify with potential clients can help you effectively market yourself.

## Define Your Audience

Your first step is choosing what kind of insurance you want to sell. You can choose from various types:

- Life insurance
- Health insurance
- Car insurance
- Business insurance
- Property insurance

Each of the different options targets different audiences and requires particular marketing tactics.

Think of your audience's behaviors to develop the messaging and promotions you can use to catch the attention of the majority. This promotes better client relationships and improves brand recognition.

If you are focusing on older demographics, you'll want to think about the methods you'll use to market to them. More mature prospects tend to spend less time online, so traditional marketing vehicles may be the way to go. List your business in the phone book or take advantage of your local paper and run an advertisement. Cold-calling may be effective for older prospects for some insurance products, but it is forbidden for Medicare sales.

The habits of younger clients show high use of online platforms. Digital marketing has taken hold in the last few years and shows no sign of slowing down. It can put you in contact with millions of users and increase your reach exponentially at a low price point.

## Geographical Research

Do you plan to be a local insurance agent serving clients in your area, or do you want to reach the larger population with a virtual-based business model? This decision will heavily affect how you build your business.

A local agent will need to be strategic about their office location so they're easy to locate and see. Some will even travel to prospects' homes to meet with them instead of an office location. The purpose of this is to maximize convenience for your customers and make them feel valued.

If you plan to focus on a larger population, the most effective way to do business is through the internet. Technology has made it so that a business' hours of operation are a thing of the past. You'll reach a larger audience online, and if you use automation, you can serve clients day or night at their convenience. However, online communication can feel disconnected, so don't forget to make an effort to make your interactions more personal when possible — virtual meetings and video conferences are good options to consider. Your personal touches can make a difference in whether you make the sale or not.

Regardless of the avenue you choose, developing relationships should be a priority. Insurance sales involve a high degree of trust between the agent and client. If you show that you care, are trustworthy and know what you are talking about, you will inevitably increase your sales.

## Market Yourself

If you want to make sales, your audience needs to know you exist in the first place. Insurance is no different than any other product; marketing plays a direct role in the success of your business.

## Your Marketing Plan

You must have a detailed marketing plan created with your clients in mind. It should include a budget and the specific goals of each of your marketing channels. Developing branding initiatives within your marketing plan may also prove beneficial. These clearly defined goals will make it easier to measure your marketing efforts and their effectiveness. Tracking makes it apparent what is and isn't working, allowing you the opportunity to make changes and improve your strategy. Collaboration can significantly improve efficiency, but responsibilities must be clearly defined, and communication is critical. Only well-organized people can reap all of the benefits that come from working with a team.

## Using Multiple Marketing Channels

To reach many clients, communication through several different channels is vital. With consistent messaging and a comprehensive strategy, it's been shown you will influence a larger audience overall. The trick to using multiple channels for marketing is maintaining brand consistency and a cohesive message so your audience knows who you are and your purpose as a business. Brands with consistent tone and feel are more trusted and rank higher for brand recognition among consumers.

## Online Marketing

With the technology age in full swing, internet usage is at an all-time high. Your online marketing efforts are more relevant than ever. An online marketing campaign that stands out can grab clients' attention quickly and direct them to your contact or website before they continue with their day.

Email marketing is also a powerful form of online marketing. You can gain access to quality leads, check in with prospects and keep an open line for your current clients. However, emails should be kept short and to the point. If your clients learn the emails you send out are helpful, they will be more compelled to open them. So be sure you provide interesting and valuable information when developing your campaigns. Through trial and error, you may also find the time of day you send emails will produce differing results. Optimizing these times ensures the most people possible are exposed to your marketing message.

Social media has become the center of contemporary marketing strategies for a good reason. Social media houses over 4 billion users and can be a place to interact and market to potential clients. A healthy social media presence gives you access to the ever-growing audience online. Get creative with your posting. Only talking about and pushing insurance can be tedious, and your audience will eventually tune you out. Mix in some fun facts and educational posts so users can expand their knowledge base while you establish yourself as a friendly source of information. Being able to comment and answer prospects' questions on social media fosters client relationships and shows you are a reliable resource for all their insurance needs.

## Traditional Marketing

Even with the introduction of digital marketing, traditional marketing is still very much alive.

When done well, traditional forms of marketing can still produce favorable results. Mailers are much like emails; they reach many people but are quickly discarded or soon forgotten, so get creative and make something that stands out. But be sure to follow CAN-SPAM regulations and don't use misleading subject lines. Other print materials also tend to do well, like magnets, calendars or stickers someone will keep in their environment and see regularly.

## Ask for Reviews

Positive reviews can show potential clients you are a quality insurance agent they can do business with, but you will generally have to ask for them. Consumers tend to check reviews before engaging with a business and committing to purchasing. The issue lies in that happy customers tend not to leave reviews while unhappy ones do, so you will need to prompt your satisfied clients to leave you the glowing reviews you deserve.

## Take Advantage of Your Network Opportunities

Insurance is a people-based business. Your relationships and networking skills are essential to your success as an agent. A more extensive network promotes a broader client base and sets you up nicely to get referrals. Networking opportunities let you make connections and ultimately increase your sales potential.

## Get Out There

You never know what opportunities will be at an event until you are there. You may come into contact with a new client where you least expect it, and the only way you can have a chance encounter is if you get out in the field.

Community events, like charities or local parties, are chances for you to meet new people and get them talking about you. It's important to remember to keep this interaction casual and not focus on your sales pitch so you don't come off as disingenuous. Donating to a local charity or cause can also be a way to advertise and promote yourself in a positive light.

As you attend these events and make connections, don't forget to use them. Your network connections are a valuable asset and will be what allows you to grow your career, so foster these relationships and be on the lookout for how you can add new ones.

## Leave an Impression

Positive first impressions and interactions set the tone for your conversations and can ultimately lead to a sale. Even if you aren't a people person, make sure you give off a feeling of authenticity when meeting new people. Being present in a conversation and expressing interest show the client that you are competent and interested in helping them with their needs. Take time to get to know them before jumping into your sales pitch to keep them comfortable and get a read on how you should sell to them.

After any conversation, giving out a business card is a great way to remind the client who you are and reinforce what you can do for them. They also will not necessarily need to remember your name or specific contact information as you've given them a written version to be referenced at their convenience.

## Following Up

After you contact a prospective client, make sure you follow up with them. More often than not, it will take several contacts before the client is ready to buy.

When you reach out, refer to the previous conversation to show the prospect you were genuinely interested in them and tell them it was nice to meet them. Starting the conversation this way indicates you are engaged in the discussion and not just trying to make sales. A casual follow up will lead to better client relationships. Even if they are not ready to buy right then, you have proven yourself a viable option for future insurance purposes.

## Surround Yourself With Quality People

For a business to be successful, you will have to hire a team that handles your specific agency's needs. Your employees are essential to your business processes and directly influence your reputation.

You will need to offer competitive compensation and benefits to attract quality hires, and when interviewing, look for candidates that show an eagerness to learn. This energy often translates to work ethic and leads to an increase in insurance sales. Keeping them up to date on market trends and providing them with the tools they need makes it easier for them to provide excellent service and improve your reputation.

## Fostering Loyalty and Generating Leads

Serving your clients to the best of your ability strengthens your relationships and can be an easy way for you to earn new business. After a client makes the plunge and buys a policy, your job doesn't stop. Your efforts to make sure they are happy with their purchase and appropriately served don't go unnoticed and can result in a customer being loyal to you for a lifetime, looking to you for all their insurance needs.

Regular check-ins and communications are a must to foster the relationship. This can be through email, traditional mail, text or any other form of communication that works for you as long as you have the proper consent to contact permissions. Contact relevant and containing information your client needs to know will generally be welcomed.

Friendly communications like birthday or holiday cards can be a fun way to let clients know you are thinking about them and gives the impression that you are thoughtful and value the client as a person, not just a business venture.



## Earning Referrals

When people find themselves in need of insurance, one of the first places they go for more information is their friends and family. This is why it is imperative you encourage current clients to spread the word about your services. Offering perks through a referral program can incentivize your clients to tell friends and family about you in return for saving a bit of money.

Posting on social media about your referral program can be a creative way to get your current clients interested in commenting, tagging and sharing your information. The increased exposure gives you a reason to engage with your current and potential projects.

## Making the Sale

The goal of all your efforts is to ultimately make a sale. Developing a sales strategy tailored to you will keep you on task and make sure you address all of your clients' needs.

It may take time for a client to decide on the insurance product they would like to purchase, so you should keep in regular contact to keep updated on what they are thinking and how you can help. Make yourself available, and be sure to respond to any questions.

## Closing

There is no one answer to how you should close a sale, only that you must so all your efforts are not wasted. The more work you do and the more experience you gain will help you form your own style and technique for closing sales. Analyzing your personality will help you figure out what works best.

- Are you aggressive, or do you come off as forceful? Trying a gentler approach may result in more sales.
- If you are a people-pleaser and naturally friendly, use that to your advantage and use your client-first approach to grow your agency.
- Remember to make your interactions friendly, and try a casual tone when interacting with prospects and clients.
- Simplifying information for your clients may give you better results — even if you know every detail about your clients' options.
- If you appeal emotionally to people, this is a strength that can help you connect and build relationships.

Providing top-quality service is going to be what ultimately makes or breaks your sales. You should strive to serve people as best you can. Each client is different and presents their own individual needs. Addressing their pain points is essential to making the sale.

Older clients will tend to expect and feel most comfortable with traditional selling methods and tools. In contrast, younger ones will generally value the speed and convenience of the process above all else. This isn't always true, but it is a good rule of thumb. If you are ever unsure what a client may prefer, there is no harm in asking. It may even be an opportunity to show you are interested in helping them to your full capability and grow the relationship.

## **Customer Retention and Agency Growth**

After you make a sale, the next order of business should be keeping the client. Maintaining a high customer retention rate while adding new clients is the most straightforward method of growing your insurance business.

When there is an issue, be sure to show complete transparency and resolve it quickly. People pay attention to how you handle the situation when things go wrong, and poor handling can be what drives your current clients to look elsewhere. Explaining what went wrong and how you will fix it and when will promote confidence even though there was an issue.

## **Be Competitive**

The insurance market is constantly changing. You must be aware and reactive to any new products to keep yourself competitive in the field. Any offerings you can add to your portfolio to better serve your clients keep you on par with other agents and will let you do more business overall. Your clients will also notice your superior services and will likely bring more business.

With insurance being a service-based industry, you must constantly be on the lookout for how you can improve your team. The quality of your customer service will directly impact the business you do.

## **Expand Your Reach**

Even if your current client base is healthy and pretty consistent, expanding your reach is an excellent method to increase sales. You will have access to more potential clients and be presented with the opportunity to sell more products. People often have different needs in different geographical locations. So depending on where you expand, you may want to add additional or new products to your offerings so you can effectively cater to this new market.

## **Look for New Opportunities**

Taking advantage of a new opportunity may not always be the most comfortable decision, but taking risks is imperative for growing your business. Maybe you're working through learning a new sales technique or hiring a new employee and dealing with getting them up to speed. These awkward, sometimes uncomfortable steps are ones you must take in order to increase your sales. By stepping away from your comfort zone, you may even find there is a different part of insurance you like working in even more. Taking advantage of learning opportunities regarding new products, selling methods and everything in between helps keep you on the top of your game. It will also get you in the mindset to sell a variety of products and serve a larger customer base.

Changing pace with new opportunities will keep your day-to-day workflow exciting. Complacency is dangerous to fall into as an insurance agent; mix it up by learning new skills and introducing new products to make your work life fun and stimulating.

The road to becoming a successful insurance agent is not a short path. It will take time to develop the skills, determination and client base necessary to thrive. Give yourself a head start by learning as much as possible.

The insurance business is client-focused, so make it a point to develop your relationships, make connections and work on creating reliable contacts. These basic practices will lead to increased sales and an ever-growing customer base.