

Professional Marketing Associates' MARKETPULSE

Marketing Tips and Topical Issues for Insurance Agents

Issue 1

TWO-WAY STREET

"80% OF SUCCESS", ACCORDING TO WOODY ALLEN, IS "SHOWING UP". But if you're a successful commercial lines producer you also need to know *where and when*.

The current insurance market - with many businesses hurting to lower their premiums and secure needed coverage - offers agents a rich environment for developing new accounts. You still need to find the right businesses, though. And qualify them properly.

Enter teleprospecting, a powerful tool for meeting these challenges and capitalizing on current sales opportunities. There are at least three reasons for teleprospecting's great value. First, it reduces a large universe of 'suspect' businesses to a small pool of well-qualified prospects - quickly and cost-effectively.

Second, you can determine prospects' insurance 'problems' as well as their 'propensity to buy' from your agency. If they golf with their broker you can eliminate them; but if they are unhappy with their agent you can find out why and leverage that knowledge by providing the right solutions. And what's the third good reason for teleprospecting's effectiveness?

Teleprospecting virtually allows agents to be in two places at once. When the right firm handles it, producers spend more time selling insurance and servicing accounts and no time 'beating the bushes' for leads. ☎

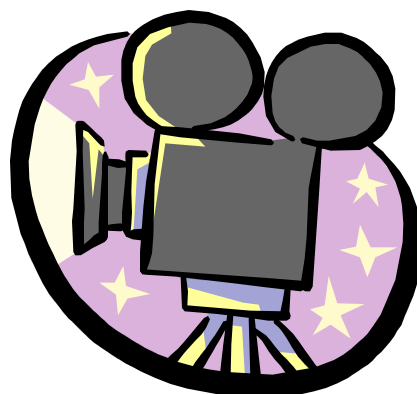
NAME DROPPING

What do Mae West, Gary Cooper, Barbara Walters, Montgomery Burns, and the folks at the law firm of Dewey, Cheetham & Howe have in common?

They've all recently discussed insurance with callers from Professional Marketing Associates; callers professional enough to keep straight faces (and voices) when they encounter namesakes of the famous.

Mae (actually, it's May) West manages a medical office in Florida. Gary Cooper is an HR Director at a small business in New England. Barbara Walters is the accountant for a biotech lab on the West Coast. And like his cartoon counterpart, the real Montgomery Burns is a president and CEO (but we doubt his high-tech company has a Homer Simpson on the payroll).

As for Dewey, Cheetham & Howe? Our caller suspected a practical joke when this firm popped up in her database. She dialed the number anyway — and met the producer of "Car Talk," NPR's irreverent radio show. ☎



PMA CLIENT PROFILE

Professional Marketing Associates specializes in high-quality insurance teleprospecting.

Because we're a creative marketing firm - not a "boiler room", we take a personal approach to every telemarketing campaign. Our mission is to deliver a solid return on Clients' marketing investments by generating measurable results that allow producers to make the best use of their time.

One of our clients, is a small, family agency is run by two brothers who recently bought out their father's interest. The brothers now intend to grow the business with a smart sales focus. Since they wear many hats they don't have the luxury of spending all their time on sales.

By using PMA as a resource, they're able to focus on qualified appointments PMA sets for them.

"Activity is good and steady," reports one of the brothers. "PMA leads are the only way I get in front of new people. I love it when email comes in telling us we have another appointment!"

Professional Marketing Associates, based in Amherst, Massachusetts provides high-quality teleprospecting and other marketing support for insurance clients countrywide. To discuss ways telemarketing can benefit your agency call Jonathan Peters at 800-783-2302 ☎