

64. Finding the Pain

Time: 2 Hrs

Who: John Hall / David Kohl / Karen Farris

Where: RHSB Dallas

Overview

This activity will provide the new Benefits Producer with the basics of uncovering “pain points” in the prospect’s current insurance program / broker relationship. Pain points could mean gaps in coverage, sub-par service from current broker, or client deliverables that should be expected but not being received

Objectives

As a result of this activity Producers will be able to:

- Learn how to ask appropriate questions to uncover pain points – how to engage in conversations that lead the prospect to his/her discovery that current services and or deliverables are inadequate
- Recognize when a pain point creates an opportunity for RHSB
- Learn how and when to position RHSB as a strategic resource – specifically not rushing in too soon to solve a problem
- Learn how to ask for information and gather what you need to do a coverage review – how to provide information on a high level – how to avoid being used by the prospect who gives the information to the current broker
- Position the next step – the Solutions Fit presentation to address RHSB’s solution to the pain
- Understand if and how to establish next steps when there are no pain points

Steps

1. Review prospect list with senior producer to identify pain points
2. Prepare a list of sample questions
3. Sales Meeting discussion showing examples of “pains” from other new business wins

Materials

Follow-Up