



### Marketing Tips for Solution- Minded Brokers

- 1. Know your client.** Take the time to define your target audience. Do the research ahead of time to understand the problems you're trying to solve for them, and remember that your clients are from a variety of cultural, generational and situational backgrounds. By getting to know your audience, you'll be able to better connect with them on a more personal level.
- 2. Ask the right questions.** Align the product offerings you represent with your clients' organizational goals and strategies to ensure you are providing the most tailored solutions to meet their particular needs.
- 3. Define the value.** Sell on more than just the spreadsheet; sell on the value that's weaved throughout the details of the product offering and how it meets your client's long-term needs. Examples of this could be an exceptional customer service record, customized plans, a program that simplifies leave management or rate stability.
- 4. Leverage partnerships.** Work with insurance carriers to tap into their resources and understand their complete offering. For example, a carrier may have marketing collateral that you can repurpose and use as a sales tool.
- 5. Remember the power of 'and.'** Continue to do what's worked for you to build your business AND try something new, pushing your boundaries. Keep the print sales pieces as part of your marketing toolkit AND try digital presentations at your meetings.

— Katherine Durham,  
vice president of marketing and  
communications,  
Standard Insurance Co.

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