



Building a Successful Insurance Book of Business

Agent of Record

Earn Trust and Provide Excellent Service

A very effective way to build a substantial book of business is to earn clients' trust and get them to sign Agent of Record letters authorizing you as their agent. This simply requires consistently delivering value and solving their key problems.

Stop wasting time quoting renewals for those who don't yet fully trust you. If they fully trusted you, they would gladly sign an Agent of Record letter. Quoting renewals is often a poor use of your time and resources.

Instead, focus on serving clients and collecting signatures. Make them comfortable with you, the service and support ClearBenefits.ca provides as your agency, and your ability to consistently deliver value. Once you've solved their major problems, clients will eagerly sign Agent of Record letters to retain you as their trusted agent.

In summary, the most effective approach is earning trust to get signed Agent of Record letters by consistently creating tremendous value.

You're Licensed for Expertise, Not Just Sales

You studied hard, passed your licensing exam, and have been selling insurance. But consider focusing more on displaying your insurance expertise versus just selling policies.

Gain attention by solving clients' biggest industry frustrations. Once you fully grasp their needs, articulate them clearly to show you have the answers. This builds trust so clients assume you can address their problems. Now you're a step closer to signed Agent of Record letters.

In summary, earn trust by delivering on promises and only promising what you can achieve. Displaying insurance expertise, not just selling, helps build a substantial book of business.

Think Bigger Clients, Not Just More Clients

When starting out in insurance sales, it's common to take on many smaller commission clients.

But successful agents realize the key is not necessarily more clients, but bigger revenue per client. Pursuing larger commission accounts requires similar effort as smaller accounts, but builds revenue exponentially faster.

The takeaway is to shift mindset and systematically start targeting fewer but larger accounts. This breaks from status quo mediocrity which focuses solely on policy volume. Aim beyond hitting sales quotas and focus on higher quality book diversity.

In summary, recognize that bigger clients drive bigger commission checks. Establish a track record with larger accounts to put you on the path towards larger dollar annual book volumes. Quality over quantity is the mindset shift that can elevate any book.

Stop Wasting Time Quoting Small Renewals

Like many new agents, I started by cold calling businesses to quote their upcoming renewals - playing the numbers game. But this “quota selling” approach led to countless wasted hours chasing renewals I rarely won.

I differentiated myself by informing prospects I did not need “quoting practice” because I already had the answers they needed. I outlined solutions to their problems and frustrations, guaranteed timely delivery, and explained my fee (commission).

My role became showing the value I offered, not just quoting renewals. Insurance buyers hate constantly bidding out policies. They prefer one trusted agent with carrier access and Agent of Record authority.

Your job is to provide value, solve problems, and collect Agent of Record letters - not chase endless renewal quotes. Stop this practice and spend the freed up time showcasing your unique problem solving skills instead.

In summary, avoid quoting small renewals for those who barely know you. Invest the time saved to differentiate yourself as an insightful problem solver.

Specialize in a Micro-Niche, Not Just a Broad Industry

Most agents claim a niche around an entire industry like manufacturing, construction, healthcare, etc. But the most successful agents "micro-niche" instead.

Rather than focus broadly on construction, niche down further. Become an expert in a geographic location or on sub-industries such as cold-formed steel erectors building high-end coastal homes, for example.

When you micro-niche into a narrow specialization, you become the go-to agent for those clients. Top producers hyper-focus on micro niches where clients seek them out.

The riches are in micro niches. Narrow your expertise into a highly specialized segment and stick with it. Focus your business in your chosen niche. Micro-niche specialization builds a highly profitable book of business.

Unique Selling Proposition

ClearBenefits.ca provides advisors with the products and tools that separate advisors from the competition.

Group Benefits - Pooled

- Exclusive pooled program for groups of 3-20
- Removes volatility common with small plans
- Simplified enrollment and
- Ongoing service & support
- Simplified Renewals

Group Benefits - Experience-Rated

- Client-friendly information
- Industry leading analysis tools
- Wholesale pricing
- Ongoing service & support
- Comprehensive renewal support

Individual Insurance

- Individual insurance solutions for personal and business needs
- Digital Insurance Planner identifies coverage gaps for life, disability and critical illness
- Digital processes for simplified underwriting and issue

ClearBenefits.ca provides advisors with industry-leading materials, tools and support at every stage of the sales, service and renewal process.

This gives advisors the solutions to profitably serve clients across group benefits and individual insurance.

The combination of exclusive programs, competitive rates, and supported services create a powerful value proposition.