



THE COUNCIL

The Council of Insurance Agents & Brokers

Prospecting Effectiveness Formula

Presented by Jeff and Chad Jenkins

Session III-Cadence

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BLUEPRINT

The Formula for Prospecting Effectiveness

M x **S** x **C** = **Prospecting Effectiveness**

Mindset x **S**killset x **C**adence

=

Prospecting Effectiveness

Lead Indicators



**SALES CYCLE
DASHBOARD**
BlueprintConsultingGroup

Lead Indicator Worksheet

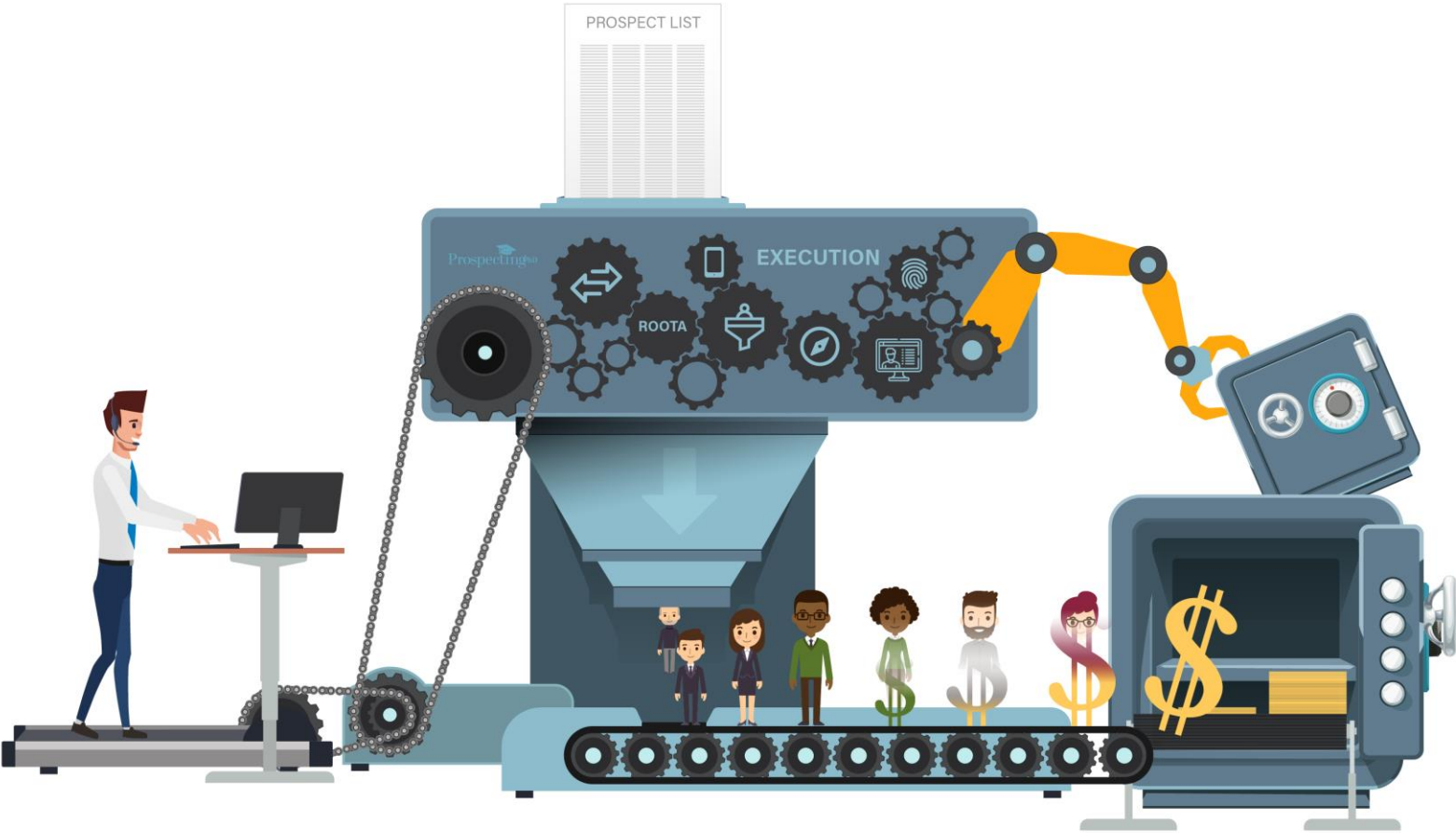
Annual New Business Goal	\$350,000
Ideal Account Size	\$50,000
Number of Wins to Hit Goal	7
Proposals that Close	50%
Proposals Needed	14
Discovery Meetings that Move to Proposal	75%
Number of Discovery Meetings Needed	20
1st Appointments that Move to Discovery	50%
Number of 1st Time Annual Appointments Needed	40
Number of 1st Time Monthly Appointments Needed	4
Conversations that Turn into Appointments	20%
Number of Conversations Needed Per Month	20
Attempts that Turn into Conversations	5%
Number of Monthly Prospecting Attempts	100
Number of Weekly Prospecting Attempts	25

Lead Indicators

Producer Name: _____ Agency Name: _____

	ATTEMPTS	CONVERSATIONS	APPOINTMENTS
MONDAY	100	5	1
TOTAL			
TUESDAY	180	7	1
TOTAL			
WEDNESDAY	22	7	4
TOTAL			
THURSDAY			
TOTAL			
FRIDAY			
TOTAL			
GRAND TOTAL			

The Prospecting Assembly Line



Assembly Line for Prospecting & Cadence

What Percentage of People that you call are not happy with their broker right now? If you got 100 CFO's on the phone how many would not be happy on the exact day you call?

Let's build on the above-In addition to the Unhappy, what percentage of CFO's may be open to meeting right now if you say something that peaks their interest?

The two above represent the cream. Skim it first

Assembly Line for Prospecting-Start Here

Prospecting is like your favorite Latte... you can skim the cream off the top-people who will meet with you now.

If you stopped you would miss a lot of the best part of your \$20 Starbucks purchase.

Why not figure out a way to stay in touch with those who are not the cream.

Jeb Blount author of "Fanatical Prospecting" says (paraphrasing) "Prospecting is nothing more than building familiarity with people so that when a buying window opens, they think of you."

The latte and cream concept violates Jeb's principle.

Cadence is the only way to agitate to create more cream

Why Cadence Matters

48% of Sales People Never Follow Up with a Prospect

25% of Sales People Make a Second Contact and Stop

12% of Sales People Only Make Three Contacts and Stop

Only 10% of Sales People Make More than Three Contacts... **and then**

2% of Sales are Made on the First Contact

3% of Sales are Made on the Second Contact

5% of Sales are Made on the third Contact

10% of Sales are Made on the Fourth Contact

80% of Sales are Made on the Fifth to Twelfth Contact

Source: National Sales Executive Association

Why Doesn't Everyone Practice Cadence?

Cal Newport author of Deep Work claims that for us mere mortals, will power and discipline alone will let us down.

Then what are we do to?

Routine and Systems

What could that look like?

Where Do I Start?

Start with the Number One Cue for a Good Habit: Time

- Friday and Tuesday & Thursday should ALWAYS have time blocked to skim cream and agitate to create more.
- Built a list of 5-40 prospects each Friday = the raw material feeding the assembly line. Block 30 minutes or more
- On the following Tuesday & Thursday, started skimming the cream off the top. Block an Hour or more each day.
- Established a logical cadence
- Consistency NOT Intensity

Removing / Reducing Call Reluctance

What to Say?

VOICEMAIL X 2

"I'm calling to speak with you about some of the trends we are seeing in companies that are really performing well with their healthcare spend."

EMAIL

Subject: Per My Voicemail

Body:

Hello Cindy,

I recently left you a voicemail about the work I do with CFOs. Specifically, the trends we are seeing within high performing companies around their healthcare spend.

What to Say?

VOICEMAIL: 2 or 3 times (nicely)

“I’ve reached out to you before about this... one of the things, when and if we speak, that I would love to introduce you to are some proven financial levers that CFOs could be pulling to get a bigger return for their healthcare spend.”

VOICEMAIL: Adding value

Case studies:

- BlueCross – Reference Based Pricing = \$800,000 savings
- Prescription Benefit Manager
- Data Analytics Revelation

Keep Cadence Simple – Beyond Words

Skimming the Cream Calls

- This will feed you for the current cycle
- 8 Calls over the first two weeks-Most of the books say it requires 7
- One on Tuesday and One on Thursday

I'm Still Here Calls

- 3 calls over the next 3 weeks-Weekly Calls
- Start Practicing Permission Based Marketing Now-Would you like to be taken off my list

I'm Not Going Anywhere Calls

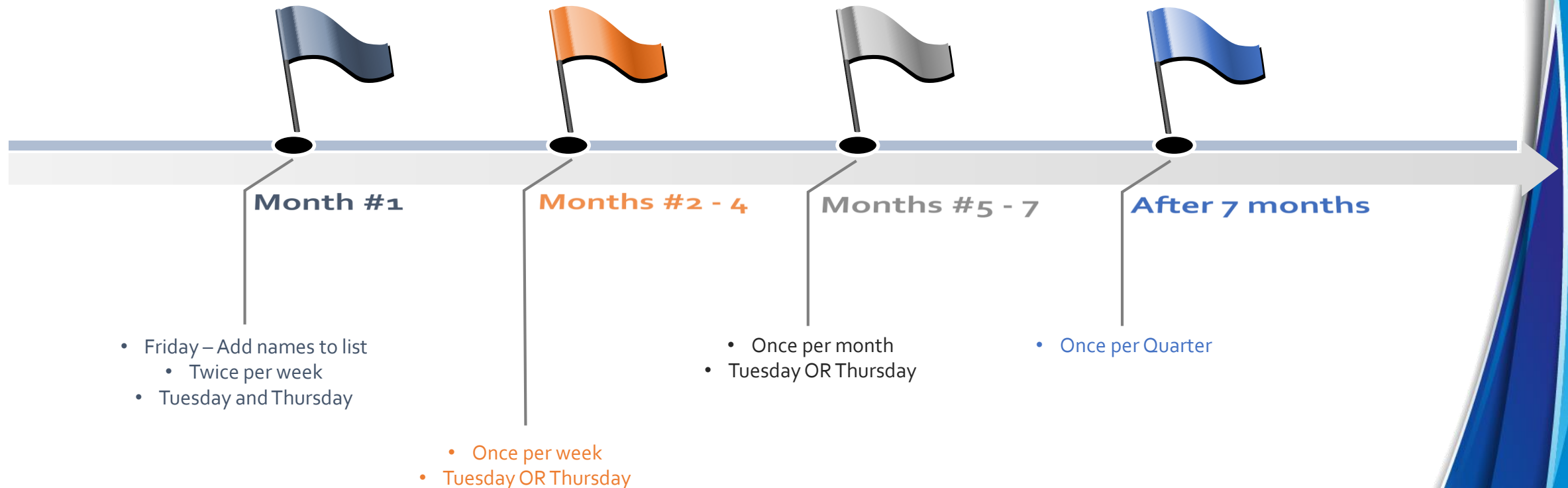
- One Call per Month

Keep Looking for the 5-20% Calls

- Once per Quarter

Where Do I Start?

CADENCE: A Prospect's Journey



Always Be Ready With The 3 Asks

One Email Per Every Two Calls

What do you say on those Calls

You can literally have one voicemail and repeat it to set an Anchor for who you are and what you want to talk about.

You can create 4 different voicemails and number them and decide which one you want to leave each time.

The voicemail can also be transcribed in to an email. Reach out's should be 2 voicemails for every email. **Don't start with an email.**

If someone is looking for you next year, they will not check their voicemail. Consider key words they can search in their email.

If you get someone on the phone and they are not interested, you have post-renewal, mid term, and whenever else you can add value as the next time to talk.

Set the Anchor – with Creative Drop

First Creative Drop Call

Call: This is Jeff Jenkins. I sent you a Yeti tumbler with a UT logo last week and was calling to make sure you received it and to explain why I sent. If you have 20 seconds call me back at 903-520-7062 or text and tell me when I should call you.

Second Creative Drop Call

Repeat above... leave the exact same message

First Drop Email

"Bob, I sent you a Yeti Cup a week or so ago and wanted to make sure you got it. The reason I sent it to you is that I wanted to introduce myself and tell you about a process our firm has developed to help you compare your EE healthcare spend to the highest performing programs. I don't know if you have ever done that or not, but if you have 2 minutes to hear more, simply reply back with a time for me to call and explain a bit further."

Set the Anchor – Without a Creative Drop

First Voice Mail

“This is Chad Jenkins. I wanted to introduce myself and tell you about a process our firm has developed to help you compare your EE healthcare spend to the highest performing programs. I don’t know if you have ever done that or not, but if you have 2 minutes to hear more, simply reply back with a time for me to call and explain a bit further.”

Set the Anchor – Running the ROOTA

First Voice Mail

“This is Chad Jenkins. I don’t know if my name rings a bell with you, but I spoke with Fred (add details) and your name came up. He raved about you and said you were someone who would be good for me to know and that’s why I’m calling. If you have a second, call me back. And, feel free to call Fred.”

Set the Anchor

Weekly Call 1 Voicemail – Stay on the anchor:

“Bob, this is Jeff Jenkins with Jenkins Insurance. I was calling to see if you would have 2 minutes for me to tell you a little bit more about how our firm can help you compare your insurance program to those that are performing at their best. You can text or call me at 903-520-7062 to tell me when to call. Literally need about 2 minutes and it can be early or late.”

Time to Move to a Particular High/Low Issue

Monthly Call 1

“It’s Jeff Jenkins with Jenkins Insurance. Just had a client move from getting an unexpected rate increase to implementing a midterm renewal forecasting process. All high performing programs have transitioned to this model. Text or call and leave me a voicemail at 903-520-7062 if you want to hear more. Also, please text if you would like for me to stop calling you. I have one objective; show you what the best programs look like. Not asking to quote your insurance. I do practice permission marketing and would be more than happy to take you off my intro list just let me know.”

Time to Move to a Particular High/Low Issue

Monthly Call 2

Simply pick another or go back to the same exact message you used in weekly call 2. It's been a couple months. Just keep repeating those high/low or add another one as you see fit.

- All calls beginning with Monthly Call 1 end with: "Would you like to be taken off our list?"
- Substitute email if you like but no more than an email or two per month.
- Never lead with email. Always leave a voicemail first to stay out of that spam area.
- Use the same weekly and monthly calls
- Just update your CRM with what is next. On May 2, Weekly call 3 to Jenkins Construction.
- Can also just say "Customize weekly call 3 – and look at your notes in CRM"

I Can Tell What's Important to You...

... by Simply Looking at Your Calendar

- Maintain the percentage of time you spend each week on prospecting related activities... it's so easy
 - New producer... it better be 80%
 - \$500k book... maybe 25%
 - \$1 million dollar book... 10%
- You decide. How badly do you want to grow?
- Can you recognize where time is being spent on low payoff activities?
 - Great! Quit doing them or delegate to the appropriate person.
- The weekly number you place into the top of funnel determines your prospects for growth down the road

Best Part of an Assembly Line

- Many of the touches we have listed as calls can be content based marketing sent via email. Probably better and easier
- Or you can call, whatever you prefer. What is easiest and fits you best?
- Either way, you are creating 3 or 4 voicemails and can choose your favorite content and use the same one or switch it up. Sometimes we may make this harder than it should be
- What If you did this religiously for the first 2-3 years of your career.