

September Newsletter

Heading into the last quarter of 2021. It's trite and understated to say it has been a challenging year, nearly two! Connecting with clients is vital in any business. Discovering their priorities, critical.

## Getting “back to basics” is often a good start.

At Concept Brokerage, our simple way (old fashioned, maybe) to connect we have used successfully for years is the Annual Review letter; mailed to the clients' personal address. Every year on the anniversary of the purchase of the insurance product (EDGE or other) I send a letter outlining the program they have with me, in bullet point detail, highlighting what additions or deletions they should/could consider. I usually introduce a benefit they did not purchase and explain its value in their overall protection plan.

Two weeks (or so) after the letter, I follow up with a phone call to chat about the coverage. I always pick up some useful information from them, family news, business alterations or we adjust their plan in accordance with a need. It is also a good time to relate industry changes and the reasons for those changes.

It is during these connections I discover they forgot to alert us about a move – change of address, often they didn't receive the letter and we resend, to follow up later.

People's lives change. Perhaps for an owner/operator the truck payment is complete so there is no point in maintaining BOE. An owner/operator may no longer travel out of the province to work, reducing the need for OOP. Each of these situations frees up premium dollars, making it easier to suggest using that cash to upgrade the benefits they are keeping or adding a guaranteed issue critical illness or lifestyle protection.

Perhaps your client has entered into a new business arrangement, a partnership; taken on more employees; expanded their business and have been too busy to consider the implications to their benefits with these changes. Perhaps a spouse's employment no longer sponsors a Health & Dental plan.

## Of utmost importance, Beneficiary Designations for life and AD&D programs! Lifestyles change, children become more appropriate beneficiaries, or a new life partner requires consideration. Maybe a need to include more life insurance.

There are so many things you can talk about – even if no changes are needed. Just that human connection that says, “I am here for you if you have a claim or need some advice”. It is a chance to remind clients they don't have to be “disabled: and/or “off work” to access EDGE Accident Medical Expense Reimbursement Benefit! What good news is that? “Yes, valued client, go to physio after that fall, even though you can still work, send “us” the receipts for reimbursement.” Clients often need reminders of how good the plan is you sold them!

Good Selling,

