



SSC # 46 – SELLING GROUP INSURANCE TO SMALL BUSINESSES

This course is eligible for:

4 Life & A&S CE Credits for BC, SK, MB & ON

4 A&S CE credits ONLY for AB

What will the Financial Advisor learn as a result of completing this course?

This course will be of interest to those advisors who want to work in or are currently working in the group benefit field. It is designed to help make the process easier for them to see immediate and measurable results.

It will also add value by assisting you with the operation of your insurance business or office, as it applies to group benefits.

Small business owners respond well to an approach that includes educational information and planning for their future success.

They feel their business is unique. If you can teach them something new, they will be more open to meeting with and listening to you.

With millions of small businesses in Canada, the opportunity to sell health and group insurance to these small groups has the potential to elevate your business to unprecedented heights.

While selling health insurance to small businesses can have a dramatic impact on your bottom line, you should be aware that it comes with unique challenges.

Strategies that have worked for selling individual and family plans might not address the specific needs of small business owners. Small business owners must balance the financial viability of their organization with their desire to provide employees with access to affordable, quality healthcare. They have broader concerns for the long-term costs and have higher expectations for the return on their investment.

Getting in the door to speak with a small business owner is just the beginning. Consider new sales strategies that can help you approach these clients with insurance solution information and options they'll value.

This course will also help you by providing an idea of which other professionals who should be on your small business team.

The end result is that you will be provided with some simple high-pressure ideas with low pressure tactics to ensure success in the small business owner markets.

This course covers:

- Chapter One - Who are Small Business Owners?
- Chapter Two - Finding the Small Business Owner
- Chapter Three - Characteristics of an Entrepreneurial Small Business Owner
- Chapter Four - Can You Make Money?
- Chapter Five - Why Small Business Owners Buy
- Chapter Six - Get Them to Call You
- Chapter Seven - A Simple Marketing Plan that Works
- Chapter Eight: Cost vs Return
- Chapter Nine - What to do When They Call
- Chapter Ten - The Quote
- Chapter Eleven - The 11½ Minute Interview
- Chapter Twelve - Follow Up, Follow Up, Follow Up
- Chapter Thirteen - Spin Off Business
- Chapter Fourteen - Customer to a Client
- Chapter Fifteen - Action