



**CAPTIVE COALITION'S**

# **PROSPECTING COOKBOOK**

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**The Independent Agent's Guide to  
Finding & Converting the Perfect Client**

# Goal: 20 Accounts = \$1 Million in Revenue

- **Traditional insurance** agents often **manage hundreds** of small business accounts (BOPs), which can be time-consuming and inefficient.
- **Captive** accounts allow agents to focus on fewer, higher-value clients, creating the same revenue with just **20 accounts**.

By prioritizing captives, you can:

- Avoid servicing hundreds of low-margin accounts.
- Escape the endless renewal cycle.
- Reduce the risk of losing business to BORs (Broker of Record changes).



# What Your Competition Gets Wrong

Most agents rely on outdated tactics that prioritize their own credentials rather than addressing client needs. Here's where they go wrong:

1. **Self-Focused Pitches:** Instead of focusing on the client's challenges, they make it all about their experience and success.
2. **Reliance on X-Dates:** Agents contact prospects only 120-90 days before renewal, offering no value in the interim.
3. **Missed Opportunities to Build Relationships:** With minimal touchpoints, they fail to establish trust, making it easy for clients to forget them.

*Tip: Stand out by building relationships early. Don't wait for renewal season—engage clients consistently with value-driven conversations.*



# Stand Out with a Relationship-First Approach

To stand out in a competitive market, shift your focus from quoting premiums to building meaningful relationships with your prospects.

## Steps to Differentiate Yourself:

- **Build Trust First:** Business owners prefer to work with advisors they trust. Take the time to understand their unique challenges and goals.
- **Understand Their Business:** By learning about their operations, you position yourself as a strategic partner, not just a salesperson.
- **Avoid "Quote and Hope":** Giving a quote too soon may backfire. Many business owners will share your proposal with their current agent to negotiate better terms. Focus on the relationship before discussing numbers.
- **Leverage Loyalty:** Most business owners are loyal once trust is established. Invest in creating that bond from the start.



# Strategic Prospecting: Building Relationships for Captive Success

Effective prospecting is about consistent engagement and building relationships over time. Here's how to organize your prospects for long-term success:

- **A Prospects (20):** Ready in the next 18 months. Engage every 30-45 days with valuable, proactive touches. These are high-priority leads who are dissatisfied with their current agents and ready for a change.
- **B Prospects (25):** Likely ready in 2-3 years. Maintain quarterly contact, offering insights and resources relevant to their business—not just insurance.
- **C Prospects (25):** Anticipated to convert in 3-5 years. Check in semi-annually with something of interest, such as articles, case studies, or trends.
- **D Prospects (50):** Long-term opportunities (5+ years). Touch base annually to keep the relationship alive and ensure they think of you when the time comes.

**\*\*20 Accounts Generate \$1 Million in Revenue\*\***



# Mastering In-Person Meetings: Building Trust and Understanding

In-person meetings are your opportunity to build trust and understand your prospect's business on a deeper level. Here's how to maximize their impact:

- **Don't Take Notes During the Meeting:** Maintain eye contact and active engagement. Take detailed notes immediately afterward.
- **Focus on Listening, Not Selling:** Use this time to ask thoughtful questions about their business, challenges, and goals.
- **Prepare a Meeting Agenda:** Clearly outline your process, what makes your approach unique, and why you reached out. Demonstrate your value without making it feel like a sales pitch.

Introduction → Asking Questions → Listening → Explaining Your Process → Next Steps

*Tip: The key to a successful meeting is listening more than you speak. Let the client feel heard, and you'll stand out from the competition.*



# Stay Top of Mind with Effective Drip Campaigns

Drip campaigns are essential for nurturing relationships over time and staying top of mind with prospects. The key is to consistently provide value and maintain meaningful engagement without overwhelming them.

## Effective Drip Campaign Strategies:

- **Add a Personal Touch:** Handwritten notes stand out in a digital world and leave a lasting impression.
- **Send Value-Driven Content:** Share articles, books, or other resources that align with the prospect's interests or industry. Avoid focusing solely on insurance.
- **Be Consistent:** Stick to a regular schedule of touchpoints to ensure your prospect remembers you when they're ready to take the next step.

*Tip: It's not about selling every time—it's about showing that you understand your prospect's needs and are invested in their success.*

