

The Advisor's Edge

Sales Strategies You Can Use



There's a new normal in life insurance sales

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Anyone who has been involved with life insurance knows this is an industry that's not first in line when it comes to change. While such caution is an important part of life insurance history, the story is quite different today. There's no better example than what happened when it was announced in March that businesses would be closing due to the coronavirus breakout. First American was prepared to meet the challenge. In one day, we went from a primarily office-based operation to one where 90% of our people were working-from-home. Everyone was onboard and rose to the occasion. They've never look backed. And they haven't missed a beat.

How did all this happen so quickly and why did it go so smoothly? We were prepared. Our people were ready and all the necessary electronic infrastructure was in place. Remarkably, all it took was a push of a button. The First American mission has long been to work with advisors as consultants, who you can look to for informed, creative, and responsive solutions that serve your clients' best interests. Our advisor support now includes joining you on conference calls with clients. We're pleased that both you and your clients like the phone conferences. They're more convenient and offer greater flexibility as to time of day and location.

What lies ahead, no one knows. But it's crystal clear that there is no turning back. What does this mean for you? Unless you keep moving forward and adapt to this "New Normal," you will lose out. The First American message is both upbeat and clear. Both the market and consumer interest in our industry's innovative products are growing. As one of the findings from a recent LIMRA and Life Happens survey indicates, 36% of the participants intend to buy life insurance in the next 12 months. If you're looking to thrive and prosper in this new business environment, we look forward to hearing from you. The First American team is prepared to show you how to do it.

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