

# Producer Validation- Year 1 Action Plan



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## Table of Contents

- Q1 - Orientation and Market Research.....1**
  - Week 1-4: Intensive Training and Understanding Niche Market..... 1
  - Week 5-8: Market and Competitor Analysis ..... 1
- Q2 - Networking and Prospecting .....2**
  - Week 1-4: Professional Networking and Database Creation ..... 2
  - Week 5-8: Lead Qualification and Initial Outreach..... 2
- Q3 - Sales Pitch and Closure.....3**
  - Week 1-4: Needs Analysis and Tailored Solutions ..... 3
  - Week 5-8: Presentations and Closure ..... 3
- Q4 - Client Service and Retention .....4**
  - Week 1-4: Onboarding and Client Engagement..... 4
  - Week 5-8: Policy Review and Referral Generation ..... 4



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*New Revenue Goal:*

## Q1 - Orientation and Market Research

1. **Week 1:** Engage in company orientation and product training.
2. **Week 2:** Learn about the chosen niche market, its dynamics, and common insurance needs.
3. **Week 3:** Continue product training with a focus on how products apply to the niche market.
4. **Week 4:** Review and reinforce your understanding of products and the niche market.

## *Week 5-8: Market and Competitor Analysis*

1. **Week 5:** Perform a SWOT analysis of the chosen niche market.
2. **Week 6:** Analyze competitors, their product offerings, and strategies in the niche market.
3. **Week 7:** Identify your unique selling propositions within the niche market.
4. **Week 8:** Develop detailed profiles of your ideal customers within the niche market.



# Producer Validation- Year 1 Action Plan

## Q2 - Networking and Prospecting

### *Week 1-4: Professional Networking and Database Creation*

1. **Week 1:** Identify and attend industry events related to your niche market, join professional organizations, and start building a network.
2. **Week 2:** Continue networking and start cataloging contacts in a prospect database.
3. **Week 3:** Organize and update the prospect database with detailed contact information and any relevant notes.
4. **Week 4:** Follow up on connections made at networking events and update the database accordingly.

### *Week 5-8: Lead Qualification and Initial Outreach*

1. **Week 5:** Review the prospect database and categorize leads based on their need, budget, decision-making power, and timing.
2. **Week 6:** Prepare a personalized outreach strategy for each category of leads.
3. **Week 7:** Initiate contact via cold calling, emailing, LinkedIn networking, or as appropriate for each category.
4. **Week 8:** Track the response from each lead and update their status in the database.



# Producer Validation- Year 1 Action Plan

## Q3 - Sales Pitch and Closure

### *Week 1-4: Needs Analysis and Tailored Solutions*

1. **Week 1:** Schedule and conduct initial meetings/calls with responsive prospects.
2. **Week 2:** Understand the specific needs of each prospect and how they relate to the niche market.
3. **Week 3:** Based on their needs, tailor your insurance offerings into customized solutions.
4. **Week 4:** Prepare persuasive sales presentations for each prospect, highlighting how your solution meets their needs and benefits them.

### *Week 5-8: Presentations and Closure*

1. **Week 5:** Schedule and conduct solution presentation meetings.
2. **Week 6:** Address any additional queries or concerns the prospects might have after the presentations.
3. **Week 7:** Negotiate terms and finalize the deal with at least one prospect.
4. **Week 8:** Officially onboard the client and begin the policy paperwork.



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## Q4 - Client Service and Retention

### *Week 1-4: Onboarding and Client Engagement*

5. **Week 1:** Deliver policy documents to the client, explaining policy terms, claims process, etc.
6. **Week 2:** Schedule and conduct a post-onboarding follow-up call/meeting.
7. **Week 3:** Maintain regular touchpoints with the client, ensure service satisfaction, and address any queries promptly.
8. **Week 4:** Review client interactions and feedback to identify areas of service improvement.

### *Week 5-8: Policy Review and Referral Generation*

1. **Week 5:** Conduct an end-of-the-year review of the client's policy.
2. **Week 6:** Suggest necessary changes or additions to the client's policy based on the review.
3. **Week 7:** If the client is satisfied with your service, ask for referrals.
4. **Week 8:** Reach out to the referrals, and start the prospecting cycle again.