

# “Two-Second, Single-Question Sales Effectiveness Survey”

## Responses from 28 Chief Claim Officers

November 2013

## Email Sent to 45 CCOs



I'm doing a 2-second informal survey. If you care to participate, anything you share in response will be kept entirely anonymous.

Tomorrow morning I'm giving a keynote address to the \_\_\_\_\_ Association. The topic is "Effective Selling to Claim Organizations."

**Question: "What is the ONE THING you wish sales professionals in our industry did a better job of?"**

You answer can be one word or a sentence (or whatever you'd like). Nothing formal required.

As always thanks for any response you might give.

## THINGS TO DO BETTER



1. Stop talking and start listening. And then, before you start talking, listen some more
2. Target the proper audience for promotional materials
3. Clear and simple pricing
4. Know the customer before presenting a solution
5. Know something about my business before you contact me
6. Get to the right person in my organization. Have something interesting to tell me.
7. Let me know why you're different, in 60 seconds or less
8. Differentiate between different types of insurers' needs
9. Tell me why you're different than the next company. And do it quickly
10. Use practical application examples and show me the ROI

## THINGS TO DO BETTER



11. Understand and be prepared to discuss **strategies for Medicare compliance (MSAs)**
12. Research the company before contacting them!
13. **Concisely state the value proposition** so it can be efficiently and effectively analyzed
14. **Recognize that a customer's time is an asset. Don't waste it. Give something of equal value that will be useful to that individual (usually information, but NOT information about you, your product or your company)**
15. **We don't need to be harangued.** We know where to reach the right resources
16. **Communicate in quantifiable terms** the benefit of their product / service.

## THINGS TO DO BETTER



17. Ask about the **customer's needs**. Do not assume your service or product is a "fit"
18. **Ask what your competitor does that we like! No one ever asks this.** Also, almost always, no one asks for the business
19. **Provide us with more case studies** showing how the use of structures mitigates claim severity
20. it is important that they respect each others "territory". I have a very strong relationship with my structured settlement broker and a good professional relationship with another who respects the former's "turf". I admire him for that
21. **Listen to what our needs are** instead of pushing product regardless if there is a fit or not

22. I wish that sales professionals would provide us with **written testimonials from other claim managers** which are specific as to why they recommend the services of this structured settlement specialist
23. **Why should we choose them** rather than their competitors?
24. **Educating the claims folks on the benefits** of the structure and how to “sell” to the claimant and/or plaintiff attorney
25. Really tell me **what they do differently or better** than the other 20 guys that I’ve spoken to with the same service offering, and **provide the data** that backs it up
26. The SSB needs to have the skills and markets along with credibility with the defense and pltf’s bars

27. **Know and understand the business you are pitching to.** I have had vendors come in who have no clue what we do or how our line of insurance products are different from the rest. [...] are not an auto carrier. After several "waste of time" sessions with vendors I made the decision to do my own research before I will agree to meet with them. What ends up happening is, I rarely allow vendors to come to the office to pitch products anymore. I don't have the time.
28. ...be prepared to **explain specifically how their service adds value** and enhancement.