

Think about this: **“Increasing your client base”**

**I will be surprised to hear a producer say “I have enough clients and do not need more business”. It is possible for a producer to not seek out new clients for a while due to various reasons, but “not wanting new clients” as a practice is a bit of a stretch.**

All active producers are in fact looking to increase their client base always. Many people I speak with talk about their frustration of not getting “enough new clients”. The question then is “what selling techniques are being adopted by the producer to get new clients?” A lot of producers depend on just one method of selling such as referrals, advertisement in sales journals and or newspapers, buying leads and trying convert them, networking with fellow producers, etc. The key here is producers are not using multi selling techniques. Heard of the phrase, “Don’t put all your eggs in one basket....?” Well, In order to get more business, it is important to adopt at least 3-4 different sales techniques at the same time.

Some selling techniques to increase your client base:

- 1. Writing articles on financial subjects is a great way to show your expertise. Be sure to advertise your credentials, association/membership with organizations such as NAIFA, Society of Financial professionals, etc.**
- 2. Conducting seminars/workshops on financial topics is a great method of direct interaction with a target audience.**
- 3. Interacting with professionals such as CPA’s, other financial advisors, attorneys, bankers, real estate agents, etc can serve as a great source of referrals.**
- 4. Advertising (please make sure that the ad is compliant with state and insurance company guidelines) in trade magazines and local newspapers consistently.**
- 5. Sponsoring events in your local community and or club will ensure visibility.**
- 6. Getting qualified (not just low cost) leads based on target market will increase chances of conversion to clients.**
- 7. Asking for referrals from your current client base and consistent follow-ups will add to your client list in the long run.**

It is important to use at least 3-4 of the above techniques concurrently to achieve results.

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