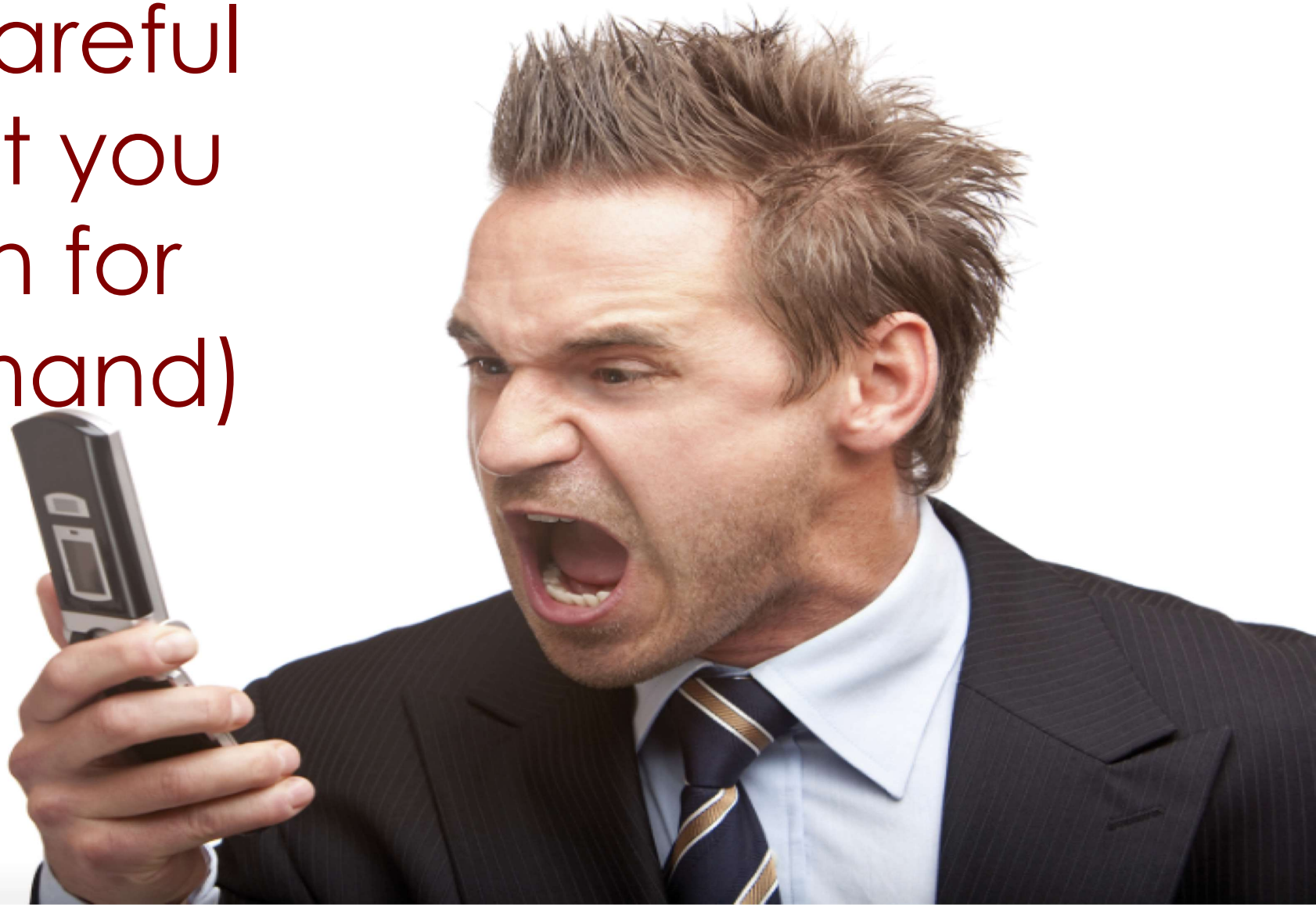




# Becoming THE Feared Competitor

*You're spreadsheet ain't gonna cut it anymore*

Be careful  
what you  
wish for  
(demand)





TECHNOLOGY

DISRUPTION

ACA

Technology Company

VS

Company Supported  
by Technology

# Commoditized

Price

Low Margins

Volume

Plug & Play  
Producers

# Consultative

Results

Paid a  
Premium

Client  
Selectivity

Sophisticated  
**TEAM**

# Flaws of a Commoditized Model

First Flaw

We're

FREE!

---

Insulting & Cowardly

Second Flaw

# Single Solution

---

Better | Cheaper  
Taken Away

Third Flow

# Relationships still matter

---

Advice | Trust | Results

# Fourth Flaw

# Price vs Cost

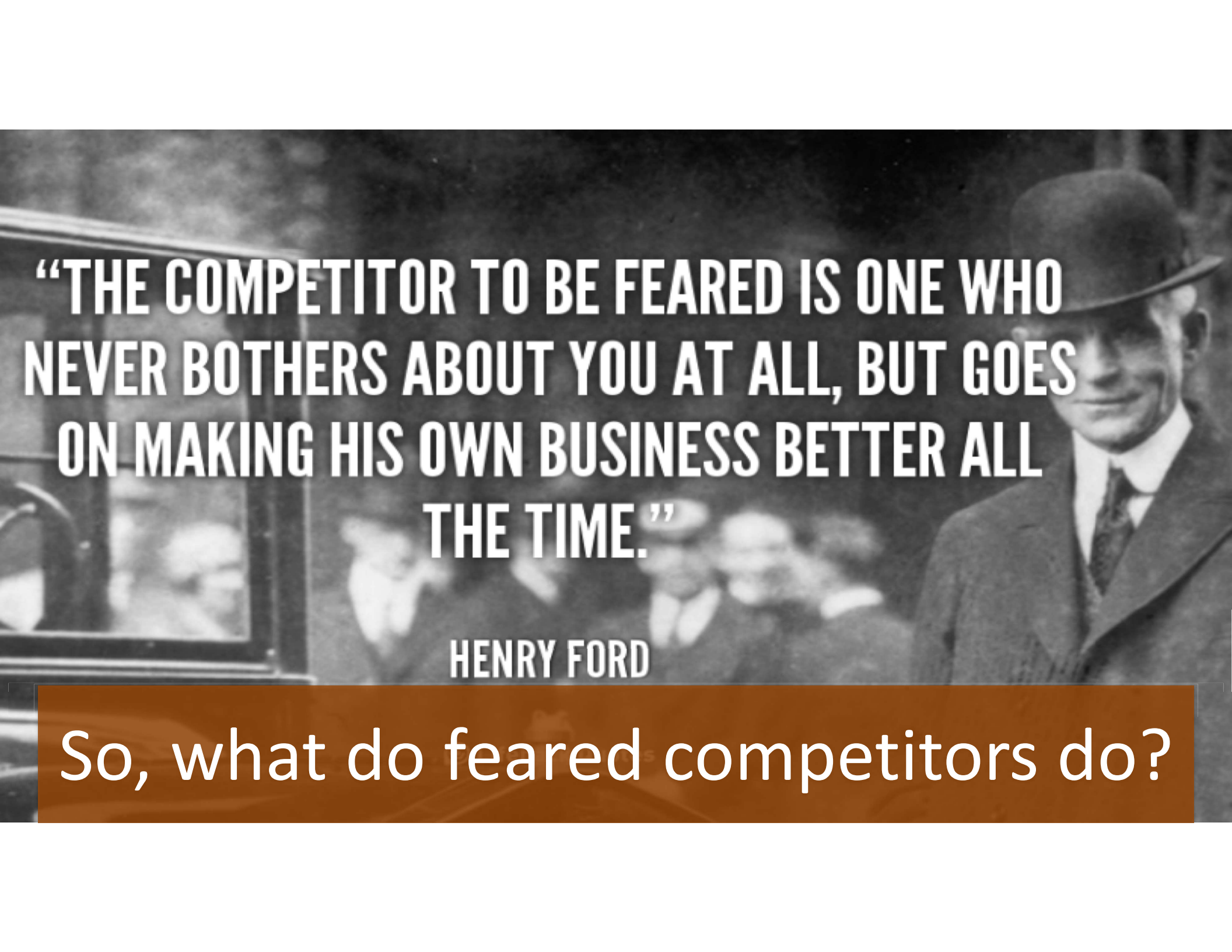
Missed Opportunity

Fifth Flaw

Get a free  
quote

---

Great Equalizer

A black and white photograph of Henry Ford, wearing a dark suit, a white shirt, a dark tie, and a bowler hat. He is looking slightly to the right of the camera with a neutral expression. The background is blurred, showing other people in similar attire.

**“THE COMPETITOR TO BE FEARED IS ONE WHO  
NEVER BOTHERS ABOUT YOU AT ALL, BUT GOES  
ON MAKING HIS OWN BUSINESS BETTER ALL  
THE TIME.”**

**HENRY FORD**

**So, what do feared competitors do?**

Who they serve

How to  
communicate

Where  
they are  
going

Power  
of a  
Sales  
Process

How  
they  
deliver  
value

Challenges  
of Clients

*Feared Competitors understand . . .*

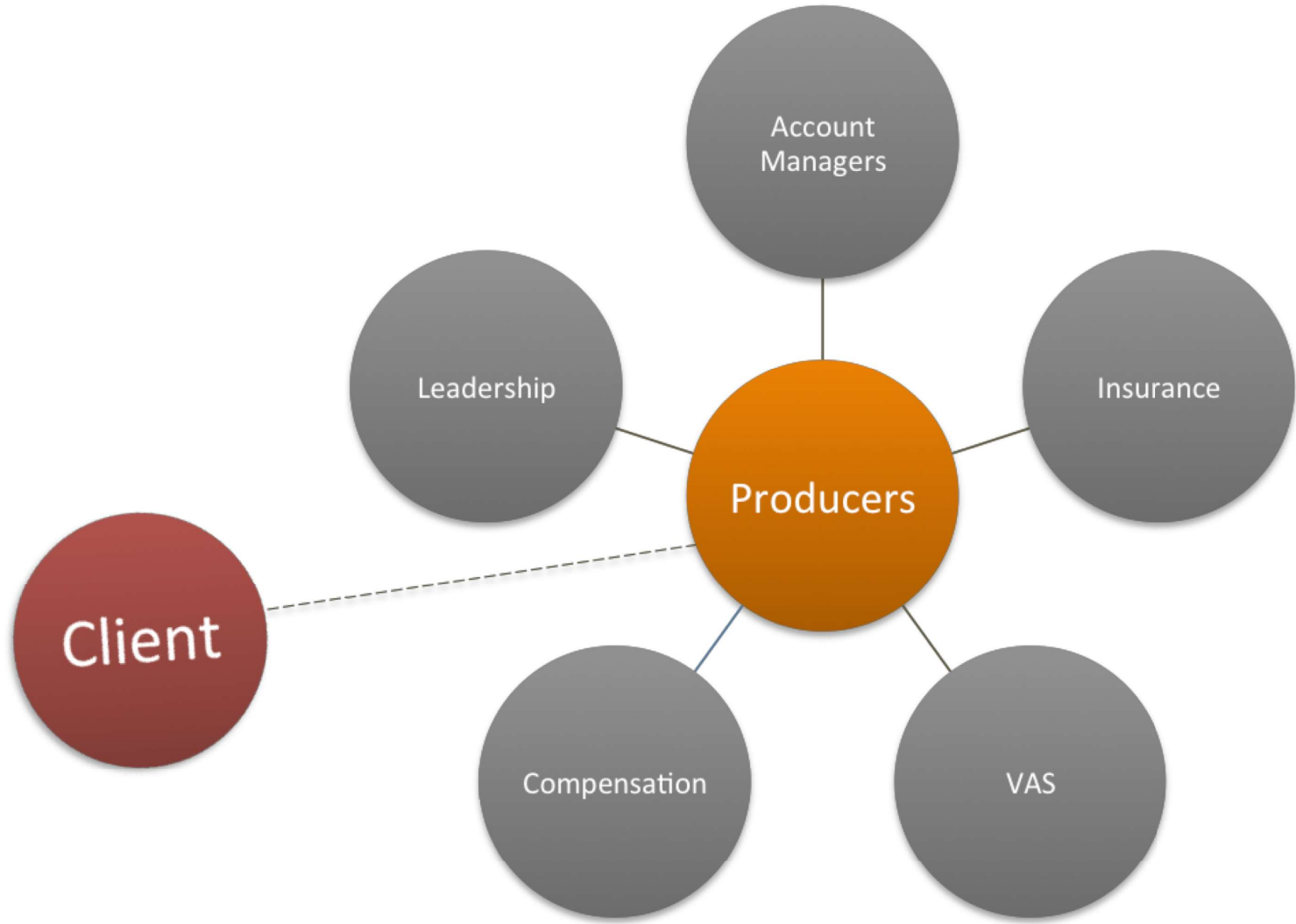
They understand

Who they  
serve

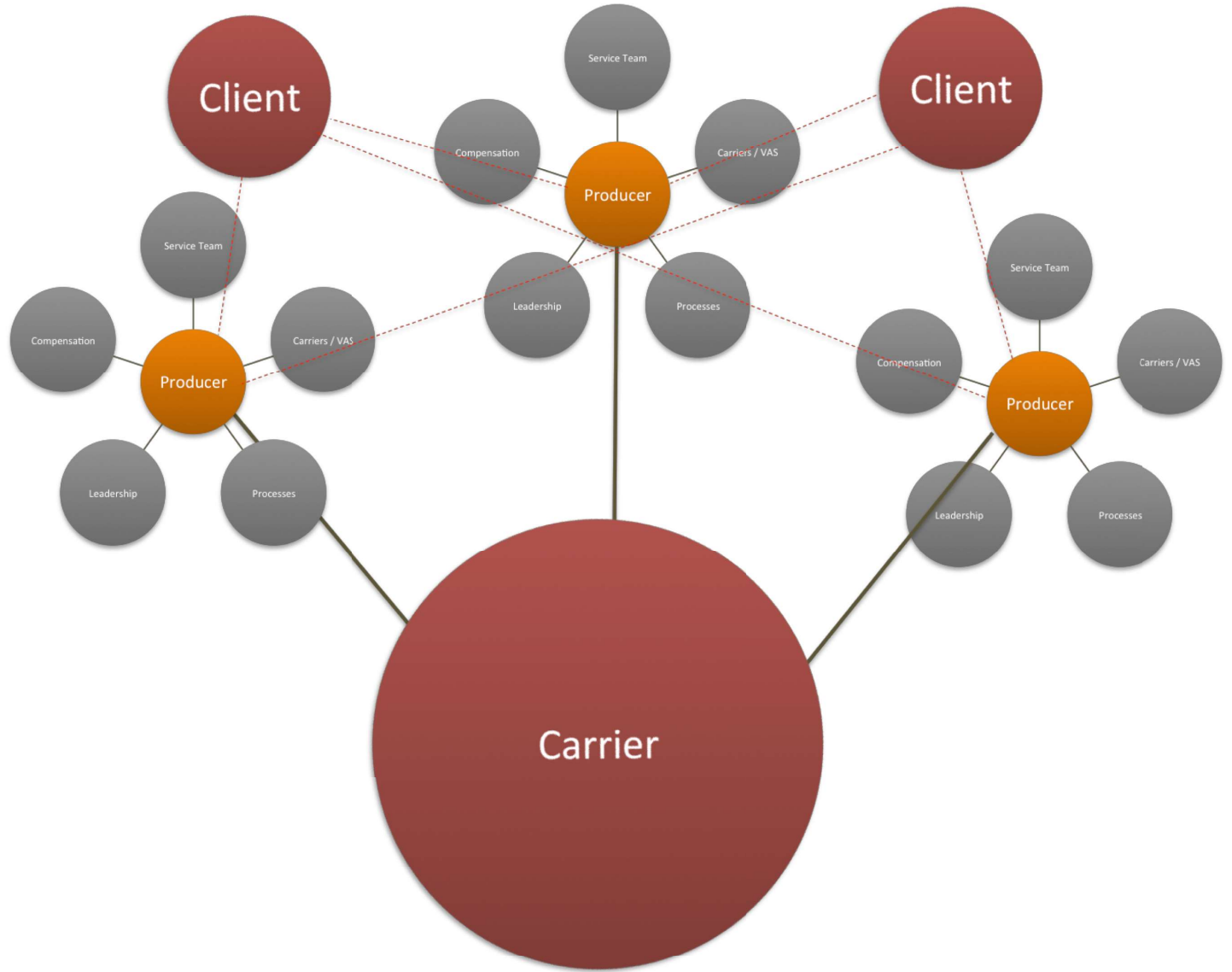
---

Rebuild their  
economic engine

# Producer-centric



# “Franchisee”



# Feared Competitors

Are built to truly  
SERVE . . .

*their CLIENTS*

# Client-centric



They understand

How they  
deliver value

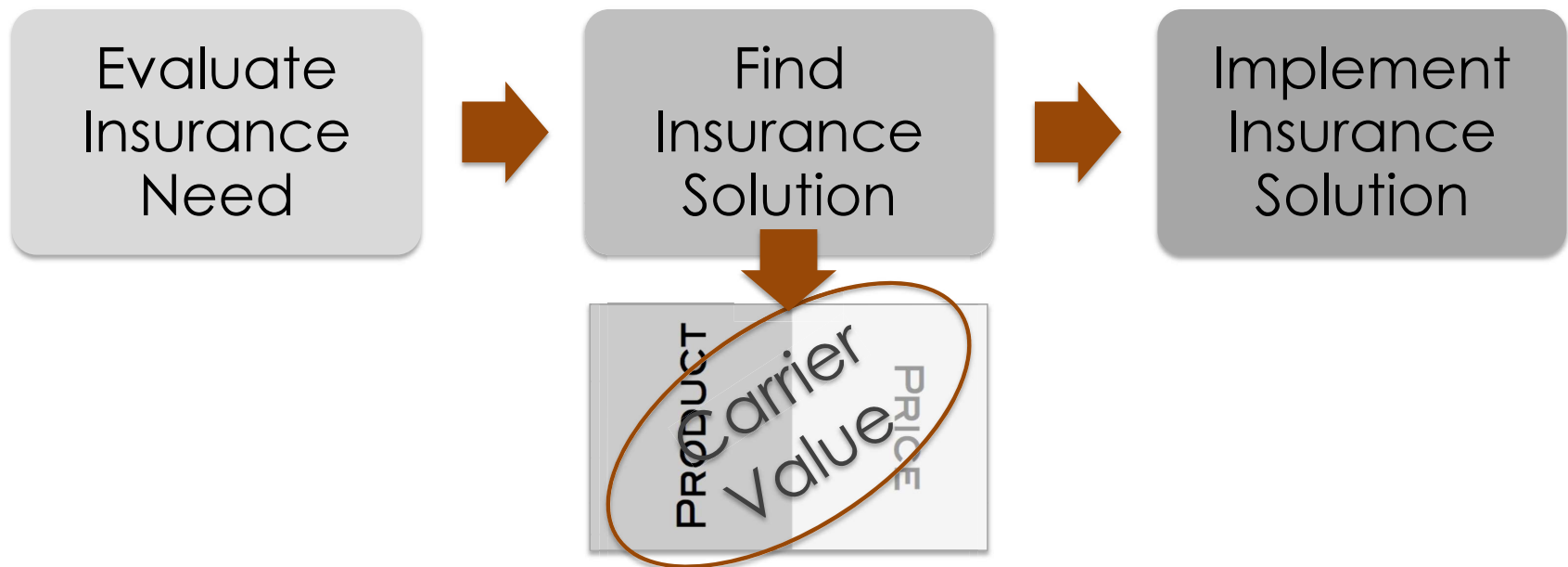
How have we always brought insurance solutions?



What happens when we do that?

We get PAID!!!

# Insurance Solutions



What are you really getting paid for?

# Feared Competitors



**Understand how they add value**

They understand

The  
challenges  
being faced  
by their  
clients

WANT to BUY

VS

HAVE to BUY

Have to Buy



1 type of solution . . .

# What Do Employers really want?

Employer of Choice

Attract | Retain

Employee Engagement

ROI

Want to Buys



Countless solutions we can offer . . .

# “Employer of Choice”

Insurance

Communication

Wellness

Employee Engagement

Attraction | Retention

?

So, how can we bring  
NON-insurance  
solutions effectively?



They understand

The value  
of a  
sales process

---

and where  
it truly begins

- 
1. *Marketing*
  2. *Fill Pipeline*
  3. *Documentation*
  4. *Face Time*

If you can't **describe**  
what you are doing as a  
**PROCESS**, you don't  
*know what you're doing.*

- W. Edwards Deming

# Evolution of Agency Marketing

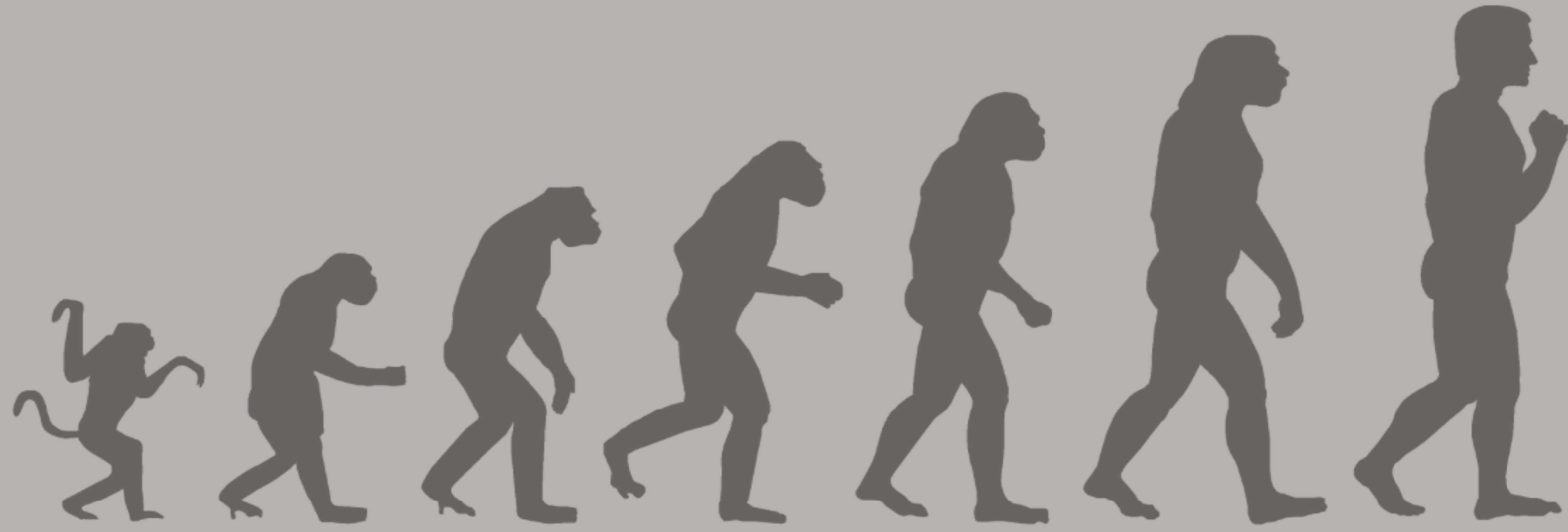
Insurance  
Quotes

"We don't  
suck"  
website

Social, but  
not  
everyone

Blog (once)

Educational  
Inbound



They understand

Vision of where  
they are going

---

And so does their team

# Who you must become

Growth rate

Profitability

Value proposition

Resources

Skills / behaviors

Staffing

They understand

Who should  
pay them  
for what

# You help in 2 ways

**INSURANCE**

+

**NON-INSURANCE  
SOLUTIONS**

Carriers pay



**INSURANCE**

Clients pay



**NON-INSURANCE  
SOLUTIONS**



"DAMN THE TORPEDOES  
FULL SPEED AHEAD"

FARRAGUT

Theme

A photograph of a massive, layered rock formation, likely a canyon wall, with a blue circular overlay in the center. The text "Nothing Easy About It" is written in white, bold, sans-serif font within the circle. The background shows the intricate textures and colors of the rock, ranging from light tan to dark brown, with some sparse vegetation at the base.

Nothing  
Easy  
About It



Day 1 = complete



# Become THE

Who they serve

How to  
communicate

Where they are  
going

Power of  
a Sales  
Process

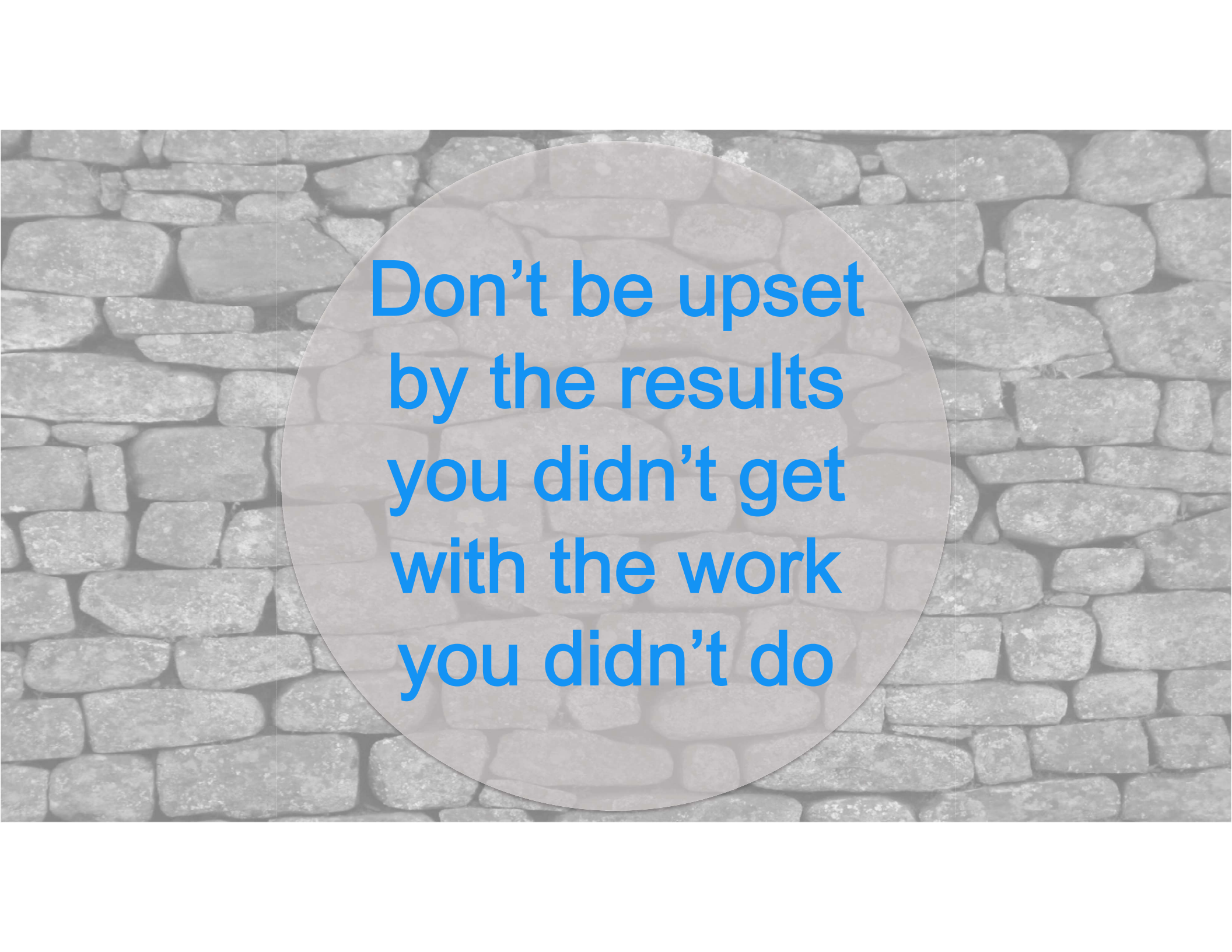
Challenges  
of Clients

How they  
deliver  
value

# FEARED COMPETITOR

Insert  
Image  
Here

**Day 1 = complete**



**Don't be upset  
by the results  
you didn't get  
with the work  
you didn't do**

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LinkedIn - KevinTrokey

