

TRUENORTH PRODUCER LEARNS TO DISRUPT SALES PROCESS, GROWS BOOK 3X WITH JOINT TRAINING PROGRAM

ABOUT THE COMPANY

TrueNorth is a retail broker on a rapid growth trajectory driven by specialization in niche areas with complex risk, including contractors in the telecommunications industry. The company takes a consultative approach toward clients by identifying pain points, providing examples to make challenges come alive, and using storytelling to help them understand the adverse effects of an uncovered loss. The company has a strong culture of mentorship and sought out new ways to sharpen their producers' skills in winning new business.

THE CHALLENGE

One producer, Will Teubel, is still in the early stages of his career and has been building up his expertise in telecommunications for a few years at TrueNorth. For this young producer to win a \$30,000 revenue opportunity with a major contractor, he would not only need to lead the prospect away from a trusted incumbent, but also away from a quote-based approach to insurance buying.

THE SOLUTION

To support young talent like Teubel, Aaron Brown, Principal, Construction Practice Leader at TrueNorth, launched an in-house training program. To further expand on its producer coaching and offer more specialized training, TrueNorth partnered with ReSource Pro's Agency Growth Solutions team. Employing the Disruptive Selling model, the experienced coaches of Agency Growth Solutions can give producers, from unvalidated to high-performers, the confidence and skills to go head-to-head with veteran producers holding more relationship cache.

For the \$30,000/year opportunity, Teubel applied the Agency Growth Solutions strategies and set to work, reviewing the prospect's policies state-by-state to identify areas of concern. During the process, he discovered that their current policies were often holding them back from entering contracts. This meant that although the prospect had saved money by going with the lowest price policy, they were inadvertently cutting off potential revenue sources.

After this discovery, Teubel strategized with Frank Pennachio, Practice Leader at ReSource Pro, through one-on-one calls to determine the best sales approach that would successfully guide the prospect away from a relationship- and quote-based approach and toward a risk-assessment based process.



CUSTOMER PROFILE

Full-service property and casualty and employee benefits retail broker

LOCATION

Headquartered in Midwest with locations nationwide

BUSINESS NEED

Coach producers to guide prospects toward risk assessment and away from bidding and quoting

SOLUTION

ReSource Pro Agency Growth Solutions

THE IMPACT

- Won \$30,000/year opportunity
- 3X increase YOY in book of business
- Producer confident to go against any incumbent

THE RESULTS

When the sales conversation turned to bidding and quoting, Teubel leveraged one of the key tenets of the Disruptive Sales Process—take control of the sale—and laid out his terms of engagement: if the sales process was going to be a quote vs. quote arrangement, he would walk away.

Teubel was confident in this choice, because bowing to the pressure to bid would negate his earlier attempts at creating a risk-assessment based approach, and a non-right fit client would not fulfill his longer-term goals of meeting client expectations and growing the book. "If leaders throw the process out the window the moment it gets challenged, others will follow suit," Brown said.

After Teubel's final presentation, the prospect said they had never seen an agent act as a consultant before and decided to give TrueNorth their business by assigning them the broker of record. "That made me feel good, because that's exactly what we're trying to do," Teubel said.

Brown also celebrated this victory. "That's what we want to hear from our customers," he said. "The better we can be at that, the more impact we can have on the industry."

Through TrueNorth's internal training programs and engagement with ReSource Pro sales coaching, Teubel has grown his book nearly 3X over the past two years and is on track in 2021 to more than double that. In addition, he is now mentoring another young producer.

Agency Growth Solutions continues to work with Teubel and other groups at TrueNorth to create new niches and further sharpen their sales process and close more deals.

“THE COACHING GIVES ME THE CONFIDENCE TO GO UP AGAINST ANYONE IN THE NATION. FOR MY NICHE, I HAVE CONFIDENCE CALLING ANYONE, ANYWHERE ABOUT THEIR PROGRAM. I BELIEVE MY TEAM CAN PROVIDE A BETTER SERVICE THAN WHAT THEY ARE RECEIVING TODAY.”

WILL TEUBEL, RISK MANAGEMENT SPECIALIST, TRUE NORTH

ABOUT RESOURCE PRO

ReSource Pro brings to the insurance industry tools, technology and strategic services that enable profitable growth through operations excellence. Headquartered in New York, ReSource Pro's global service centers address client operational needs around the clock. Recognized as an industry thought leader and listed as one of Inc. 500/5000 Fastest Growing Private Companies annually since 2009, the company is renowned for its focus on innovation, service excellence and trusted partnerships, and its unique productivity platform for insurance operations. Over 5,000 ReSource Pro employees provide dedicated support to hundreds of insurance organizations, consistently achieving a 97% client retention rate for over a decade.

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