

## When's the last time you audited your client nurturing process to identify its **efficiency** and **growth**?

A common challenge for insurance agents is bringing in a steady stream of new clients, keeping current clients happy, and capitalizing on each opportunity to grow your business.



But don't worry. We've got you covered with these tips to help you build your book of business through **customer referrals, cross-selling, building a defined sales funnel, and effectively using online leads.**

### Referrals, referrals, referrals ...

- + **Earn Referrals** - An obvious way to increase the number of referrals you receive is to earn them by providing stellar service.
- + **Ask for Referrals** - You probably have customers who would be happy to recommend you but have never thought to do so. Why not ask?
- + **Find a Niche** - Another way to generate referrals is to specialize in a particular area of insurance knowledge. For example, you could make it a point to become an expert on motorcycle insurance.
- + **Testimonials** - When you have a customer willing to make referrals, be sure that you also ask them for a testimonial.

> Read more here <https://hometownuniversity.com/referrals-referrals-referrals/>

*If you want someone to talk about you, give them something to talk about. In insurance sales, referrals from current clients are an easy way to get leads and identify likely prospects.*

## Grow More Business from Your Customers

- + **When to Upsell** - While you can and should try to upsell at any point during your relationship with a client, many agents find that they are most successfully able to upsell during the initial sales process.
- + **When to Cross-Sell** - When it comes to cross-selling, you can find success during your initial sale and down the road. From the start, you can focus on cost savings, making sure your prospect knows about bundling and the significant savings they could see as a result.
- + **Make Upselling and Cross-Selling Part of Your Sales Processes** - Upselling and cross-selling can help you grow your book and put more money in your bank account. So be sure you are well-versed on the products you are selling and that you are looking for opportunities to do both regularly.

> Read more here <https://hometownuniversity.com/grow-more-business-from-your-customers/>

## Defining Your Sales Funnel

Having a defined sales funnel can be a helpful way to organize and understand your sales process, which can then translate into more customers. The top of a funnel is broad and wide. It accommodates the largest quantity of whatever it is that's going through the narrowing process.

It's time to think about what YOUR sales funnel should look like. There's a lot of room for customization.

### Customer Labels

- General Lead
- Qualified Lead
- Prospect
- Engaged Prospect
- Customer

### Action Items

- Identify Lead
- Qualify
- Make Contact
- Sell
- Sign Up
- Cross-Sell

> Read more here <https://hometownuniversity.com/defining-your-sales-funnel/>

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