



# SECURE AGENT MENTOR

## Cross-Selling for Success

Cross-selling insurance products is a **HUGE** way to add six figures to your income stream over the next six months. We're in the business of helping customers who need our products to save money, protect their families, and ensure stability for their loved ones. Cross-selling creates a **GIGANTIC** opportunity to make amazing returns. Ready to get started?

There's an easy way to add cross-selling to your sales skills. We call it the Money Bag presentation. You're about to learn every detail about why, when, and how to cross-sell to your prospects.

Cody Askins and the team at Secure Agent are back again with a guide to jumpstart your cross-selling strategy for long-term growth. Read on for more.



# ADVANTAGES OF CROSS-SELLING PRODUCTS

You see many advantages when you cross-sell products to prospects. You make more sales by offering products to people who don't yet realize they need them for financial security. Every product you can cross-sell opens up exponentially more opportunities for increasing your revenue.

Cross-selling sets you up for short-term gains as well as long-term growth. Secure Agent shows you how.

## Consistency

When you have many products available for sale, that creates consistency for your customers and cross-selling opportunities for you. Your customers don't have to call five different agents for multiple products. They go to you and only you.

## Expanding Your Base

Cross-selling expands your base of customers and products. Selling a ton of Medicare Sup is great, but that makes you a one-trick pony. The key to survival in selling insurance is to diversify by expanding your base.

### Most people need Medicare Sup as they age. They also need:

- Vision
- Final expense
- Retirement
- Long-term health

They just don't know it yet. That's where you come in.

## Customer Loyalty

You're there to solve financial problems for your customers. When you solve multiple problems for one customer, they know they can count on you to deliver. You have a loyal customer for life.

## Increased Profitability

Most cross-sells involve a bundling discount. Yes, you make less money than if the product is sold alone. But adding an extra sale at a lower profit is better than none at all. The team at Secure Agent wants you to make as much money as possible in this competitive industry!



**Secure Agent Quick Tip:** Introducing other voluntary benefits to a prospect already in front of you lowers your costs. You don't have to mine another new prospect to sell more products. All you need to do is manage the conversation. Cross-selling is as simple as that.



## GETTING STARTED

Starting to cross-sell your products is as easy as paying attention. Hang out with someone who excels at cross-selling, and see what happens during a call.

- Listen to what that agent says.
- Notice timing of when he or she brings up other products.
- Understand how the agent eases the prospect into the conversation.

Ask the agent if you can record his or her end of the conversation. If you're really lucky, the agent also recorded the entire phone call with the prospect.

Practice your cross-sell pitch with the agent. Practice makes perfect, after all. But you don't even have to be perfect — you just need to become comfortable with cross-selling during an initial conversation.



**Secure Agent Quick Tip:** Get really good at selling one product like it's second nature. Then it's time to branch out and cross-sell. Cross-selling as a new agent can seem overwhelming. That's why you need to become good at one thing first, and then master the art of the cross-sell.

## WHAT YOU'LL NEED



All you need is a phone, a sharp mind, and a knack for conversation to cross-sell. The key here is to ask the right question and pick up on clues from the information someone tells you.

- Does your prospect wear glasses? Ask about vision insurance.
- What about children? Ask about life insurance.
- How old is the prospect? Younger and older prospects have different problems they're trying to solve.

You don't need to talk about insurance to lead into a conversation about insurance. You just need to offer to solve problems.



# WHEN TO BRING IT UP

You already have a prospect on the phone or in front of you. Listen to what your prospect is saying when you talk to them.

- Bring up cross-selling about 10 to 15 minutes in the conversation.
- Aim for between warm-up and fact-find.
- Tap into your knowledge of the prospect.
- Keep your prospect talking.

Pay attention, listen, and offer to solve problems. Your prospect's life circumstances factor in to cross-selling a lot.

Pay attention to:

- Home Ownership
- Kids (Including Adult Children)
- End-of-Life Decisions
- Driving a Vehicle
- Wearing Glasses
- Any Health Issues

You can't get answers without asking questions. Ask questions about these circumstances gradually as you ease into fact-finding



**Secure Agent Quick Tip:** Rapid-fire questions aren't the way to go. Make it seem like the prospect steers the conversation. Be aware of possibly uncomfortable topics, such as someone's health. That's why you need a winning smile, the right tone, and friendly personality to make your prospects comfortable.

## Example

Perhaps your prospect talks about how David or Maggie helped with a situation or suggested something to her. "Oh, are David and Maggie your kids? Do they know what tools they can tap into to help take care of XYZ expenses that may come up?"

Now you have an opportunity to talk with the prospect about your insurance solution. The prospect doesn't want to leave their kids in a lurch. The prospect needs life insurance/final expense insurance/long-term care insurance/retirement income, depending on their age. Younger parents may have different insurance or financial needs compared to older ones.





# CROSS-SELLING STRATEGIES

You've already tugged on your prospect's emotions when they mentioned what problems they have. You already have in mind what insurance they require thanks to the answers they gave to your questions.

Now it's time to bring facts into the conversation. You can lead with a cross-sell and then main product or lead with a main product and then cross-sell, depending on how the conversation goes with the warm-up and fact-finding. Discuss with your prospects the fact that they need your products to save them money.

## Money Bag Technique & Illustration

The Money Bag technique demonstrates how someone maintains a secure financial future with your product. This exact model is one we have for selling Medicare Sup to people 65 and older.

### 1. START WITH A MONEY BAG

The money bag represents someone's assets and income. For people at retirement age, that money bag usually has a fixed limit.

### 2. WHAT DRAINS THE MONEY BAG?

Unexpected life events drain the money bag. A heart attack requiring a hospital stay pokes a hole in the money bag to the tune of \$200,000. Home damage from a severe thunderstorm empties the money bag by \$15,000 or more. New glasses may run \$1,000. Hearing aids, prescription costs, long-term care, nursing home, in-home health, and a host of health concerns all add up for people on a fixed income.

### 3. PREVENTING LOSSES FROM THE MONEY BAG

Here's where your products come into play. Medicare Sup is the first part of the Money Bag model. Ask them, "Do you know there's a product that can help solve these problems?"

Expand your sales conversation to include up to four items that alleviate problems with an emptying money bag:

#### Health

Health insurance, health plans, and health expenses. Is your prospect covered for every health concern he or she has?

#### Legacy

Life insurance, inheritance, final expenses, end of life expenses, mortgage. Are the person's expenses covered to alleviate the burdens on the ones they leave behind?

#### Income

Retirement, Social Security, 401(k), CD, annuity, etc. Does your prospect have enough money to last up to 35 years after retirement? Ask your prospect what type of investment strategies he or she has to ensure they have enough income for their life. What do these people have set up for their income later in life?

#### Long-Term Health

Nursing home, home health care, assisted living. 70 percent of seniors will need some kind of long-term health care in retirement. What plan do you have in place? How much of a concern do you have for these issues?



# COSTS VERSUS BENEFITS

Offer to make a quick cost-benefit analysis for a prospect.

- Show figures for having insurance versus not.
- Makes your prospect aware of financial pitfalls of not having insurance.
- Find out real numbers from the prospect's expenses and income.

## Bundling

Bundling is a tried-and-true method to earn more sales and keep more customers.

- Forms the easiest way to cross-sell.
- Creates one-stop shop for insurance.
- Alleviates having to contact multiple insurance agents.

## Scale the Process

Cross-selling works best when you repeat the process over and over again. Yes, every prospect's situation is different. But the techniques for selling remain the same.

- Repeat the process after you have a successful model in place.
- Test and Learn: take notes of nuances and ways to improve.
- Pass the word to other agents in your firm.



## PROS & CONS

Cross-selling has pros and cons, just like everything else you do in the insurance business. The key is to develop an awareness of when cross-selling makes sense and to understand everything from your customer's perspective.

### Pros

- Increases sales
- Expands your portfolio
- Creates long-term stability
- Leads to happy customers
- Great products at lower prices
- Builds a loyal customer base for years

### Cons

- Bundling lowers your short-term profitability
- May irritate customers that you're trying to sell them more products
- Must know precisely what your prospect needs



# MAXIMIZE YOUR ROI

You're leaving money on the table if you're not cross-selling. Just two additional sales per week can cover your marketing expenses. You and your team can add six figures in the next 12 months on cross-selling alone. Here's how to maximize your profits and minimize your efforts during a cross-sell.

## Understand Which Products Sell Well Together

Someone always has multiple financial needs that insurance can cover. If you want to lead with Medicare Sup, most insurance agents add multiple products to the sale. Did you know 95% of seniors 65 and older wear glasses? They also need dental and health insurance.

- Dental
- Vision
- Hearing
- Final expense
- Cancer
- Long-term health
- Home health
- Legacy

Parents with younger kids need insurance, too. Suppose you lead with a \$100,000 life insurance policy. Parents may also need:

- Auto
- Home/Renter's Insurance
- Accidental Death/Dismemberment
- Disability
- Family Health
- Dental/Vision

Suppose you lead with health insurance. Ancillary insurance for a primary health plan include:

- Accident
- Cancer
- Critical Illness
- Dental
- Final Expense
- Fixed Indemnity
- Hospital Confinement
- Life
- Vision
- Hearing

As you can see, there are plenty of opportunities for cross-selling from just about any prospect with financial needs.

## Best Leads to Cross-Sell To

Obviously, you want to cross-sell to leads who have enough disposable income to afford insurance. However, the best clients to cross-sell to are the ones who have genuine interest in your products. That's why you want to pique the interest of clients who actually want to save money thanks to your product offerings.



# Build Your Skills and Profits With Cross-Selling Techniques at Secure Agent Leads

---

Cross-selling is an opportunity you can't ignore. Secure Agent has the resources you need for success. We've perfected these tried-and-true methods through hard work and nearly a decade of experience.

Tap into our [free videos](#), [Live Training Courses](#) and [Insurance Sales University](#) to learn more. We strive every day to provide every agent in our network with the resources they need to excel. If you're ready to learn, the resources are here. Reach out to the [team at Secure Agent](#).