

Section 4 PERSONAL LINES

Objective: Establish/Maintain a competitive position and provide profitable growth by the sale and retention of personal insurance

Strengths:

- We have the following exclusive and competitive programs _____
- Our agency has competitive Auto rates with _____

_____ Insurance Companies
- Our agency has competitive Homeowners rates with _____

_____ Insurance Companies
- Our agency has competitive _____
_____ products with _____
- Employees are fully trained and are required to participate in regular educational seminars
- Employees have been trained in sales skills and regularly participate in role playing exercises and follow-up training
- Agency is computerized and all underwriting and account data is stored in the system
- Personnel use personal lines check list forms to protect agency from E & O losses as well as to solicit all lines of insurance from prospects and customers
- Employees are given objectives for new business solicitation, renewal retention and account development and are held accountable
- Agency has a marketing plan established that insures us a steady stream of new business prospects
- Agency has a sales manager to establish, coordinate and be held accountable for sales effort
- Regular internal meetings are held to discuss sales, automation, personnel and company issues
- Duties have been divided to allow certain employees to provide customer service and sell and others to process
- CSRs perform annual renewal reviews with all customers
- Agency has developed target markets and actively pursues those accounts

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Weaknesses

- Our agency has less than _____% of its customers with 2 or more policies
- We have no exclusive and competitive programs
- Our agency has non-competitive Auto rates with its Insurance Companies
- Our agency has non-competitive Homeowners rates with its Insurance Companies
- Employees have not been trained in sales skills and do not regularly participate in role playing exercises and follow-up training
- Employees are lacking in technical knowledge and are not required to participate in regular educational seminars
- Our agency is not computerized
- Agency is computerized but all underwriting and account data is not stored in the system
- Personnel do not use personal lines check list forms for new business
- Employees are not given objectives or goals for production, account retention and account development and are not held accountable
- Our agency does not have a marketing plan established that insures a steady stream of new business prospects
- Agency has no sales manager
- Regular internal meetings are not held to discuss sales, automation, personnel and company issues
- All personal lines employees do everything: sales, service, claims, etc.
- Our agency does not have enough business to attract any viable and competitive personal lines companies

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Opportunities

- We have _____ customers with less than three (3) policies with our agency that we may contact and solicit collateral lines
- We have established rapport with the following Real Estate, Escrow, and Mortgage Companies that will provide us with Homeowners leads:

- Our agency has been provided leads from the _____ Insurance Company to pursue _____ target market
- Establish a series of objectives, accountability and bonuses to insure the attainment of our financial goals
- Hire a sales training firm to instruct our people in sales techniques
- Ours is a growing area with many new residents, homes and businesses
- A rate decrease has been given in our area by _____ Insurance Company for Auto or Homeowners
- Full computerization allows our CSRs to spend more time in account development and sales
- Placing our personal insurance business with company service centers will increase our account retention and profitability
- Contacting **all** customers for a renewal review will allow us to write more policies per customer
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Threats

- Banks, auto manufacturers and credit unions have entered the property-casualty insurance field
- Direct writers (specify) are becoming more competitive in our marketing territory in commercial lines
- Consumer legislation could force companies to suspend writing business in our state/marketing area
- Without providing our customers with some perceptible "Values Added", they will leave us for a small price differential
- Inefficient use of our computers could cause us to lose money as commissions shrink
- Shrinking commission percentages, lower premiums and a bad economy has decreased our income per account and our profit
- Without a contingency, our agency will have no profit
- Use of the internet is eroding independent agents' market share

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Potential Goals:

- Implement Program Of Account Development
- Establish System Of Referrals To Develop New Business
- Hire a Sales Manager To Assure Agency Of Continued Growth
- Establish a Telemarketing Campaign To Develop New Business
- Establish a Marketing Campaign To Develop New Business that utilizes social media and email marketing strategies
- Develop Strategy To Attract New And Competitive Companies
- Load All Data Into Computer System
- Begin Electronic Filing In Personal Lines
- Restructure Personal Lines to Separate Processing & Customer Service Functions
- Hire Consulting Firm to Assist In Restructuring Commercial Lines Operation And Train Sales People
- Provide Additional Computer Usage Training For Employees
- Provide Additional Technical Training For Employees
- Provide Sales Training And Follow Up For Employees

Personal Lines Action Plan

Objective: Implement program of account development

Plan Coordinator: Personal Lines Supervisor/Agency Owner

Step #1: Identify the products and services that we have available for our customers

Responsible Party: Personal Lines Supervisor/Agency Owner

Start Date: _____ Completion Date: _____

Comments:

Step #2: Identify those customers to whom we could provide additional products and services

Responsible Party: Personal Lines CSRs

Start Date: _____ Completion Date: _____

Comments:

Step #3: Create plan to distribute new products and services to clients

Responsible Party: Personal Lines Supervisor/Agency Owner

Start Date: _____ Completion Date: _____

Comments:

Step #4: Establish sales training program for those people whose job it will be to account develop and sell

Responsible Party:

Start Date: _____ Completion Date: _____

Comments:

Personal Lines Action Plan

Objective: Implement program of account development

Step #5: Create means of reporting and accountability (Using computer records, if possible) and establish a method of monitoring the results

Responsible Party: Personal Lines Supervisor/Agency Owner

Start Date: _____ Completion Date: _____

Comments:

Step #6: Hold regular meetings to keep staff informed of progress towards goals and follow-up sales training

Responsible Party: Personal Lines Supervisor/Agency Owner

Start Date: _____ Completion Date: _____

Comments:

Step #7: Implement new account development program effective _____

Responsible Party: Personal Lines Supervisor/Agency Owner

Start Date: _____ Completion Date: _____

Comments:

Step #8: Monitor results, make changes when necessary and keep owners and employees informed of results

Responsible Party:

Start Date: _____ Completion Date: _____

Comments: