

Mineral™



Cutting Through the Noise

How to Win Insurance Business When Prospects are Distracted



Introduction

Organic growth was challenging enough, but now it's even harder. Clients are highly distracted with today's challenges. Prospects have a lot of choices in the market. Options to schedule in-person meetings are limited.

Fortunately, there's a way forward. The most effective strategies to engage distracted prospects aren't unfamiliar. To cut through this noise, we need to go back to the basics of understanding and meeting clients and prospects' needs.

This guide lays out a start-to-finish strategy on how to effectively grow your book of business by finding problems, forming insights, and delivering solutions.



1. Find the pain point

A pain point is a persistent problem that causes annoyance or inconvenience. There are two types: *active*, and *latent*. A prospect is aware of an *active* pain point, but unaware of a *latent* pain point. Both are costs that make clients and prospects' lives more difficult.

With a little research, however, you can discover both. You want to do this because people tend to seek relief when they know there's pain.

Industry

Different industries will have different pain points. For example, transportation typically will have health and safety and employee retention pain points,¹ while nonprofits will have strained resources and be behind in adopting technology. Often, a simple search query like "2021 HR challenges in x industry" produces a wealth of results.

Location

Because it's likely you will have ownership over a certain region or area, focus on the states your clients and prospects are in. As you know, each state will have insurance regulations, but also a slew of state laws that employers need to comply with as they pass. Keep tabs on laws that are likely to burden employers.

Employer Size

An employer's size influences their internal dynamics. For example, Mineral research shows that leaders at smaller employers have multiple job functions that can bog them down. Alternatively, medium-sized employers become more concerned about employee engagement as they grow. List pain points unique to different-sized employers.



Behavior and Attitudes

We like to think that we know how our prospects act or what they think, but history and research shows that we typically don't. That's because we often don't have the tools to understand our prospects' behavior.

A great start is looking out for survey results and reports that companies release, oftentimes for free, that give you information about a prospect or group of clients. It gives you a more holistic view of what's going on than reaching out individually. And it's a more efficient use of your time.

Mineral, for example, publishes a wealth of knowledge about the pain points of small-to-medium employers. Here is what we've found recently:

- 1. Mineral survey data shows that compliance with state and federal laws has been the number one challenge employers have faced in 2020 and 2019.²**
- 2. Mineral platform data shows that on the day-to-day level, (1) employment laws (2) health and safety, and (3) handbook and policies were the most popular topics that employers brought up to our HR advisors.**
- 3. Mineral experts have identified liability, culture harm, disengagement, and poor mental health to be imminent risks of employer inaction.**



2. Find the risk of loss

If a pain point is the problem, then risk is the potential exposure to loss that can happen without doing anything about it. For example, if a prospect's pain point is keeping up with new legislation or regulations, the risk is that they could be out of compliance, potentially leading to fines, lawsuits, or bad press as the bad outcome.

There are a variety of ways to understand risks and their potential outcomes. Industry reports, like those published by Hiscox, are one way. Another is asking peers, risk experts, or even lawyers what they've seen happen. A simple way could be to leverage your own expertise and ask "if nothing is done to address this pain point, what could happen to my prospect?"

What's the risk?

Behavioral psychology has shown that people are more likely to act to avoid a risk than to gain a benefit. This is called loss aversion bias. By informing prospects about risks that matter to them, they are more incentivized to act as a way to avoid them. Producer Coach Frank Pennachio sees it constantly play out among insurance prospects.³



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3. Connect to solutions

Just like pain points, solutions are wide ranging. But if you do the research, it should be clear which products or services you have available to directly address your prospects' pain points and explain why.



HR and Compliance Support

With a constantly changing HR and compliance landscape, and events like the pandemic, there will be new issues that challenge employers. But unlike an unused travel credit benefit or a cold and distant EAP, HR and compliance solutions are at the heart of a small business's success. More than ever, employers will need legal guidance, expert opinions, and strategies to support their staff to continue to thrive in an unpredictable world order.

4. Create an insight

Once you know prospects' pain points, the risk of loss that could arise from them, and a viable solution, combine them to make an insight. An insight is a deep understanding of something. With insight comes power, and it has largely been untapped in the insurance business.

It's easy to think of why. For years, brokers have been able to survive on running quotes and renewal options. But now, everyone (including computers) can do that and with significantly more solutions than before. All those options prevent prospects from differentiating what's good for them and their business. This has been called "choice overload," and as a result, paralyzes decision-making.⁵

However, people still listen to opinions. Especially when those opinions speak to their needs and wants. Insights do that. Brokers who leverage insights can cut through the noise and present themselves as less of an agent, and more of an advisor.

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5. Understand the point of contact

Once you've created some golden nuggets of insight, you want to figure out who you plan to talk to. For employers, there are five main personas you will want to talk to about benefits or insurance depending on their motivations and goals.

Human resources want to:

- Take care of employees
- Save time
- Reduce administrative burden

Discussion point: the day-to-day

Financial officers want to:

- Ensure business sustainability
- Drive revenue growth
- Control costs and expenses

Discussion point: growth and sustainability

Risk managers want to:

- Control exposure to risk
- Promote a safe workplace
- Avoid accidents/claims

Discussion point: hazard prevention and abatement

Compliance professionals want to:

- Avoid penalties, lawsuits
- Not be seen as a "cost center"
- Protect the organization

Discussion point: enterprise-wide compliance

Owners (for smaller organizations) want to:

- Grow the business
- Protect against compliance risk
- Identify and prioritize roadblocks

Discussion point: you can't do it all

6. Communicate the insight

Now you're ready to communicate insights to your target prospects. To be effective, keep the following in mind as you craft your communications:

Context

Because your insight will be new and powerful, it also needs to be tethered to something your prospects are already familiar with. It's more likely to catch their eye. This is called context.

Referencing an upcoming client renewal is a good example of using context, because it's something clients are expecting. But it's not your only tactic. Current events, new laws, popular topics are examples of touch points you can make with clients and prospects multiple times a year.

Goal

Finally, you want to have distinct goals in mind when reaching out to prospects and clients with insights.

With your first communication, your goal is to get an agreement from your client or prospect where they acknowledge or appreciate that they indeed have a problem and need to fix it. It may take a few attempts, and a couple of insights, but the connection you forge will separate you from your competition.

After having a conversation or two, you will want to present a plan, which maps out how your solutions solve the pain point. Then after discussion, make a commitment, which specifies which solutions you will offer.

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Conclusion

Admittedly, cutting through the noise with insights takes some work. But it's worth it, especially when employers are constantly reevaluating their short- and long-term needs. By first digging into pain points and analyzing risk of loss before connecting to your solution, you can engage your prospects in impactful, and strategic, ways.

How Mineral can help

Mineral deeply focuses on the needs of employers. We use our internal expertise, cloud-based technology, real-time data, and valued input from our users to intimately understand and support small employers at every stage.

Help your clients with their HR and compliance pain points
by offering Mineral solutions. [Partner with Us.](#)

Sources

- ¹ (2020). "Transportation [Industry Impact]." ThinkHR.
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