

Solve the revenue problems in your agency with simple equations to increase Retention and Referrals

$$R(POS) = \$$$

Focusing on Retention (R) at the Point of Sale (POS) equals more dollars for your agency. Great retention starts with the first customer interaction.

Make the First
Interaction Count

Improve
Onboarding
Process

$$C^X(POS) \Rightarrow R$$

You'll increase retention by focusing on the Customer (C) Experience (X) at the Point of Sale. Let your customer drive the interaction with you on their terms. Give them the power to shape their experience with your agency.

$$C^X + FAB(POS) \Rightarrow +R$$

Adding Features and Benefits (FAB) at the Point of Sale also helps increase Retention through Customer Experience. Ask customers what other products they have in their household and understand how your services can help them.

Put the Hitch
In Your Pitch

Here's an example:

Feature = Offering Motorcycle Insurance from Foremost, that includes automatic optional equipment coverage.

Benefit = Your customer won't have to spend extra \$ to purchase that coverage.

Explain What They Get

Bask In
Your Sales
Success!

$$+ \Delta R = + \Delta r$$

You'll see a positive change in Retention and a big change in Referrals!



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