

Time to move from filling a pipeline to expanding upon your network

The pipeline business model that the insurance industry has historically used no longer matches the demands of the modern consumer. According to Geoff Parker, Dartmouth College Director of Master of Engineering Management Program, and author of *Platform Revolution*, the old-school linear process is no longer optimal because consumer expectations are so high due to innovation and automation across all industries and markets.

With the use of a platform, the insurance distribution network gets “a place to capture, analyze and exchange huge amounts of data that increases the value to all,” says Parker. Greater accessibility to data allows all parties to focus on their strengths and capitalize on potential sales and service opportunities in ways they have historically not been able to do...

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Your account and dashboard within NIC offers the ability to easily access In Force data for developing cross-selling opportunities, and strengthening communications. Take five minutes to activate your dashboard. [Click here](#) to get started. Your data is ripe for the picking!



Mining your business

In a study by *Marketing Metrics*, researchers found the probability of selling to an existing customer is 60–70%. Compare that with a 5–20% probability of selling a new prospect and you’ll see compelling reasons for mining your own business for more business.

Organic growth can deepen the strength and sustainability of your client base while providing cross-selling opportunities. Wendy Maynard of *Kinesisinc.com* has identified an effective methodology for uncovering additional opportunities to serve and add value to your existing relationships:

- Develop a systematic sales process
- Educate your clients on your offerings
- Make everyone a salesperson
- Provide amazing customer service
- Set up a customer retention program

The details of each step can be found in *Maynard’s complete article*. But before you take these steps, you have to have your In Force data organized in one multi-carrier format.

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“It literally takes less than 10 seconds to locate my clients’ in force policy data with NIC.”

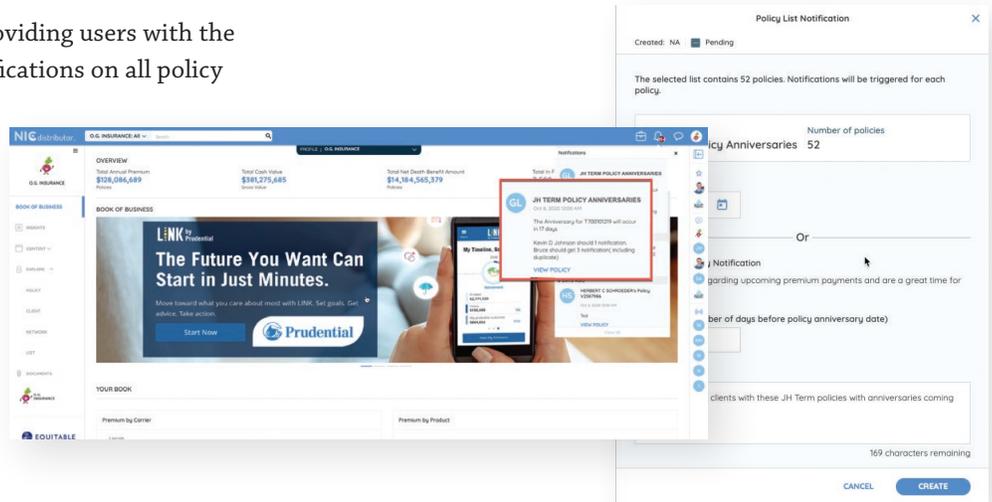
Marc Schwartz, Windsor Insurance Agent & Principal

What’s new with NIC?

Policy anniversary notifications

In the October release, NIC is now providing users with the ability to set Policy Anniversary Notifications on all policy lists. We’ve made it so simple and time-efficient by allowing you to set notifications for any number of days prior to the anniversary date. With NIC, you will never miss an anniversary again!

To learn more about NIC’s features and product releases, check out our [Resource Center](#).



To unearth more opportunities, NIC offers weekly webinars on the tools and ways to grow your business. Upcoming webinars include:

OCTOBER 13	OCTOBER 20	OCTOBER 27	NOVEMBER 4
Identifying policy renewal opportunities	Exploring data insights for sales growth	How to cultivate your book of business	Enhancements for your website

Register for these upcoming events [HERE](#)
And, for a long-range schedule of webinars and video tutorials, check out the [NIC Response Center](#)

Picking through data no longer has to be labor-intensive. Your NIC platform does the heavy lifting for you. Get your dashboard set up today. It just takes five minutes.



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