



2022

RVP BUSINESS DEVELOPMENT TEMPLATE

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Introduction

We created our RVP Business Development Template (BDT) to understand our client firms better when building out their overall marketing plan. We found that when our firms completed the RVP Business Development Template, they walked away with a better understanding of their own sales team, helping them develop a more connected marketing strategy.

Our template helps you and your organization better align your sales and marketing teams to help you develop marketing strategies to reach the overall firm's goals.



Jerry C. Thomas, CFP

Jerry started as an intern in the financial services industry in 2004 and has never looked back.

Since then, Jerry has developed a passion for marketing by helping financial and insurance firms maximize their potential.

Sales Goal

It's easier to start with a goal, we all know where we want to be, we just need a plan to get there. Most firms base their goals on either target premium or revenue. For consistency, we will use total production throughout the template.

\$

Total Production

Type of Business

Identifying how much of your business will come from traditional brokerage and point of sale business is essential. Knowing where your business will come from will help you align with the correct target markets.



**Traditional
Brokerage**

_____ %

x $\frac{\$}{\text{Total Production}}$

= $\frac{\$}{\text{Total Traditional
Brokerage Production}}$



**Point of
Sale**

_____ %

x $\frac{\$}{\text{Total Production}}$

= $\frac{\$}{\text{Total Point of Sale
Production}}$

Performance Metrics

Are you incrementally reaching your goal? Your performance metrics will help you keep track of where you need to be on a weekly, monthly, and quarterly basis. We use both metrics, so one case doesn't make or break your year.

\$

Avg. Case Premium

Case Count

Cases per Year

Cases per Quarter

Cases per Month

Cases per Week

Production Count

\$

Production per Year

\$

Production per Quarter

\$

Production per Month

\$

Production per Week

Target Market

Whom you target will change what you talk about and how you talk about it. Identify which demographic groups you will focus on to generate business. If you currently target more than four markets, you should consider narrowing your focus.



01. **Career Agents** _____ %



02. **Independent Brokers** _____ %



03. **Financial Advisors** _____ %



04. **P&C Brokers** _____ %



05. **Employee Benefit Brokers** _____ %



06. **Fee-Only Advisors** _____ %

Market Segmentation

Next, you'll need to segment your brokers/firms. List your most profitable segments in box A, your second most lucrative in box B, and so on.

Once you have your segments, fill in the details of each group.

A

FIRMS/BROKERS

- Ann. Premium _____
- Case Count _____
- Products _____
- Broker Type _____

B

FIRMS/BROKERS

- Ann. Premium _____
- Case Count _____
- Products _____
- Broker Type _____

C

FIRMS/BROKERS

- Ann. Premium _____
- Case Count _____
- Products _____
- Broker Type _____

D

FIRMS/BROKERS

- Ann. Premium _____
- Case Count _____
- Products _____
- Broker Type _____

Preferred Carriers, Products, & Sales Ideas

You may manage two or more product lines, twenty or more carriers, with five or more products. Have you ever written down a list of your preferred carriers and products? This list will help create a consistent message from you and your firm. You may want to consider reviewing it as a team.

Goals:

01

Identify carriers & products to recommend.

02

Have a readily available list when asked.

03

Make sure your recommendation matches your firm's.

Preferred Carriers & Products

TERM LIFE	ROP TERM	TERM CONVERSION

GUL/UL	GIUL	GVUL

WL	IUL	VUL

Preferred Carriers & Products

ACCELERATED UW	SIMPLIFIED UW	TABLE SHAVE

TRADITIONAL LTC	LTC/CI RIDERS	LINKED BENEFIT

DISABILITY	FINAL EXPENSE	MULTI-LIFE

Preferred Carriers & Products

MYGA	INDEXED ANNUITY	SPIA

_____	_____	_____

_____	_____	_____

Sales Ideas

Whether you are just starting out or have been doing this for over ten years, writing out your sales ideas will prepare you for the unexpected. Being able to pivot quickly to a new idea or reference a topic you do not talk about often will create a sense of preparedness. This will help solidify your value as a trusted source.

Event Planning

Planning your education and sales training events in advance will help you and your firm with marketing and sponsorship.

Education or Sales Training



Breakfast Meeting



Lunch Meeting



1/2 Day Sales Meeting



Continuing Education



Virtual Meeting



Round Table Meeting

Event Planning

Incorporating non-business events in your mix helps solidify your relationships. Creating experiences beyond the office will help keep you and your firm top of mind when new opportunities present themselves to your clients.

Social Events



Concert
Event



Golf
Outing



Sporting
Event



Holiday
Parties



Cookout
Tailgates



Fishing
Trips



Wine
Tastings



Brewery
Tours

Activity Goals

Your activity goals will help you identify what you need to do weekly and monthly to reach your performance metrics. These goals may need to be updated based on your performance metrics.



01. Proactive Phone Calls

These are **proactive** calls to your focus, existing, or prospective clients.



02. Quotes & UW Quick Quotes

Tracking your quotes and UWQQs will help you meet your performance metrics.



03. In-Person Appointments

In-person appointments help create strong relationships. Setting up annual in-person meetings may be important for top producers.



04. Firm/Office Presentations

Setting up office presentations sets you up as the go-to resource and creates collective buy-in.



05. POS Appointments

If POS is part of your business, consistently setting up client meetings will be essential to reaching your production goals.

Activity Goals

WEEKLY ACTIVITY	GOAL #	NOTES
PROACTIVE PHONE CALLS		
ZOOM MEETINGS		
QUOTE REQUESTS		
UW QUICK QUOTES		
POS QUOTES		

MONTHLY ACTIVITY	GOAL #	NOTES
IN-PERSON APPTS.		
OFFICE MEETINGS		
FIRM PRESENTATIONS		
BREAKFAST MEETINGS		
LUNCH MEETINGS		
POS CLIENT MEETINGS		
SOCIAL EVENTS		

Territories

Next, you'll need to group your firms and brokers into territories. If you focus on in-person calls, using geographic location is essential; you can organize based on the target market and market segments if you make virtual sales.

TERRITORY 1	TERRITORY 2	TERRITORY 3

TERRITORY 4	TERRITORY 5	TERRITORY 6

Call Rotation

The last step is to set up a call rotation. Whether you meet in person or over the phone, having a call rotation will help you keep track of whom you need to call and when.

WEEK	TERRITORY	NOTES
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		

- There are roughly 13 weeks in a quarter.

Next Steps



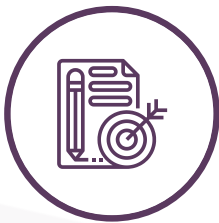
01. Review Your Plan

This is a working document that should change throughout the year. Use it to help you adapt quickly when changes arise.



02. Align Your Team

Reviewing this document with your team may help you identify other opportunities and align common goals.



02. Create a Marketing Plan

You have laid the groundwork for your marketing plan. You identified the most important aspects and can use those to build a comprehensive plan.

Congratulations! You've now completed the RVP Business Development Template. You've identified your goals and what it will take to reach them. You have also created a document that your firm can use to build out its marketing strategy.

Conclusion

Here are four important resources from the RVP Business Development Template that you can use daily:

Performance Metrics

Know your numbers.

-
- Case counts needed to hit goal.
 - Production goals needed to hit goal.
 - Weekly, monthly, quarterly metrics.

Your Leads

Know who to call on, and why.

-
- List of leads easily accessible.
 - Identified patterns in target markets.
 - Notes Identifying important details

Sales Ideas

Comprehensive list of sales ideas.

-
- Organized list of ideas by carrier/frim.
 - Quick resource for pivoting during calls.
 - Ability to readily articulate your value.

Activity Metrics

You know what you need to do.

-
- How many calls to make weekly.
 - How many quote opportunities.
 - How many meetings to set up.

Contact

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