



Outsourced Sales Management

Are you responsible for a sales team but given the demands upon your time unable to properly develop your producers? Trying to figure out how to move your sales team forward? Are you struggling to develop sales paths your team members can follow that will help them achieve results that are commensurate with their talent? Have you been tasked with leading them 'up-market' in order to secure larger, more sophisticated transactions that generate more revenue?

Leverage External Partners to Succeed

Accountability and performance discussions are often better received by producers from external parties than an agency principal or other internal members who must maintain a close relationship with their producers. Industry statics tell us that it takes approximately 20 producers to justify a full time, dedicated sales manager. It is also true that if you are responsible for more than 3 producers – it's virtually impossible to grow your book of business and spend enough time developing and managing them.

If you have 3-20 producers....the best solution is to outsource your firm's sales management function.....and we can help!



Creating a winning sales team – what it takes

Leadership, support, resources, a culture of meritocracy, a fair measurement of accountability which considers their tenure and practice specialty, a path of development so they can achieve progressively greater outcomes year over year, and the celebration of success resides at the heart of every winning sales team. We can show you how to transition from where you are...to where you need to be! Your team CAN achieve it's potential!

Why this is different – and why it works!

Our programs are constructed by professionals with top sales and leadership accomplishments in the insurance industry and incorporate many 'tricks of the trade' that other programs miss. We tailor our programs to account for your team's practice specialties, target client, tenure, size of book, historic new business run rate, and many other attributes. We know what works and what doesn't. We know what 'sounds good in theory' but won't be accepted or adopted by a team of sales professionals!



What results can I expect?

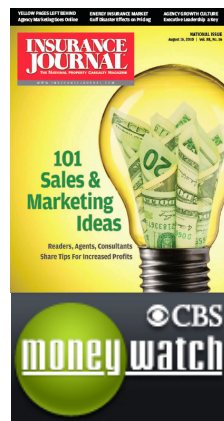
Approximately 60%-70% of your producers will add more than \$250,000 of commission business to each of their pipelines by the end of the first 90 day phase, with new business results increasing on average about 30% by the end of year one.

You'll save time and money, have less headaches, have fewer 'awkward' discussions with your producers about their sales and new business development. Your culture will improve and become more collaborative, more collegial and 'lighter' in the office.

You won't be taken out of your own production and away from your clients as you would be if you were mentoring, coaching and managing a team of producers. You can stay focused on operations and other strategic growth initiatives knowing your team is being managed, developed, and held accountable for results through an outsourced sales management function.



Places our work has been featured



Contact us at: info@rainmakeradvisory.com

To see if this program
Can Help You!



Rainmaker Advisory LLC is a results oriented sales and operations consulting firm specializing in the retail insurance broking sector. Founded in 2008, Rainmaker has relationships with over 7800 insurance agencies and brokerages and maintains a subscriber list in excess of 17,000 insurance professionals nationwide. With offices in Oregon, California, New York, and New Hampshire, Rainmaker Advisory LLC is a leading provider of the tools, resources, training programs, and vendor partners necessary for successfully growing retail insurance broking organizations on a sustainable basis.

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