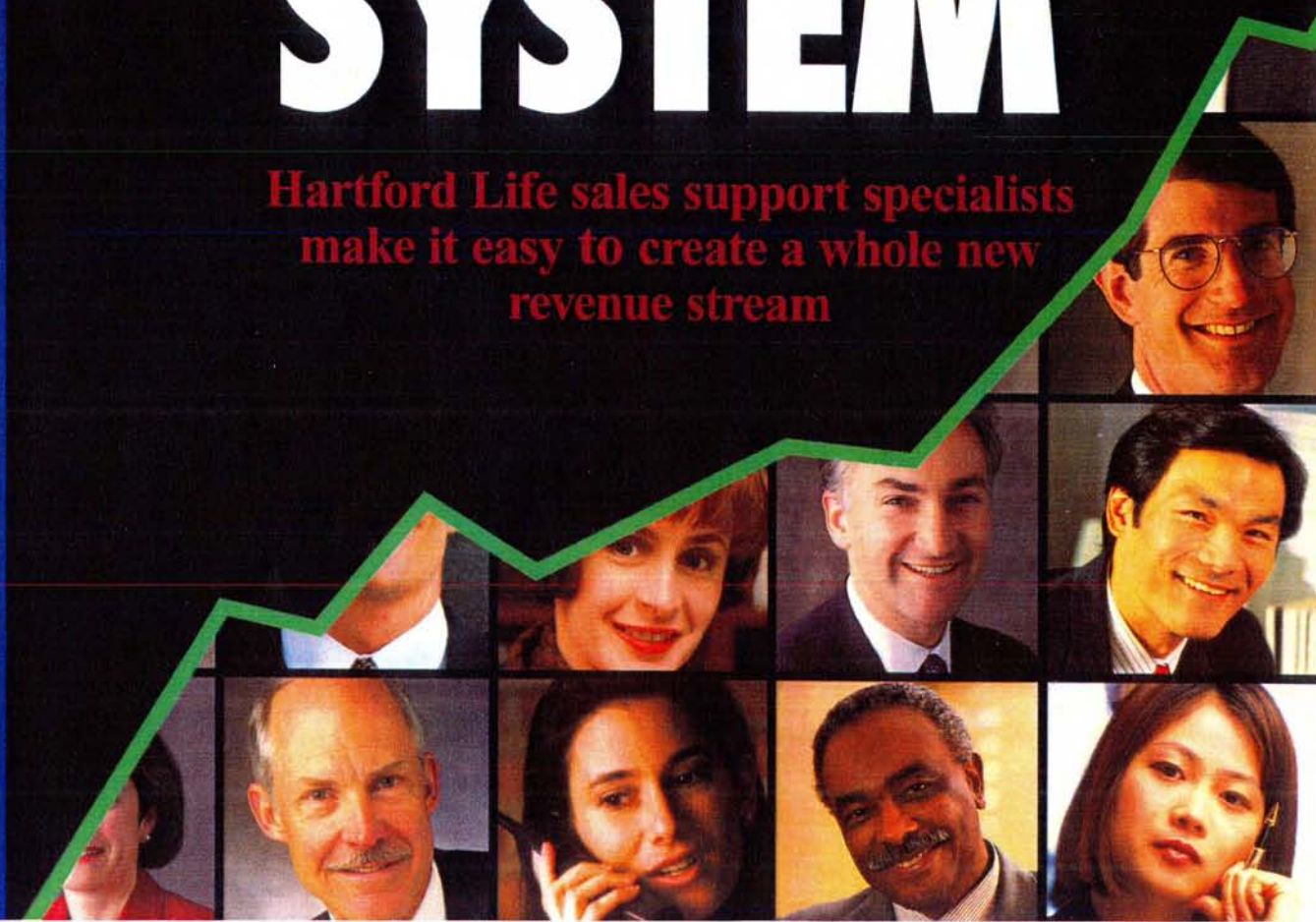


AGENT



LIFE SUPPORT SYSTEM

**Hartford Life sales support specialists
make it easy to create a whole new
revenue stream**



LIFE LINE

*Tap into a large new revenue source
with no new operating costs and a very
small investment in time*

No overhead, no risk, big commissions

Sound too good to be true? It's not, according to Ed Ryan, assistant vice president and director of sales operations for Hartford Life.

Property-casualty agents, says Ryan, have the opportunity to tap into a substantial source of new revenue without increasing their operating costs or expending much of their time. They simply have to make their p/c clients, especially small business owners, aware of the need for proper estate planning.

Once they've aroused a client's interest, Hartford Life will step in with all the support needed. Ryan says, "We want to do business with p/c agents because they fit our strategy, they have access to the type of clients we want."

Ryan says Hartford Life has developed a portfolio of products and programs for the more affluent market that is second to none in the life industry. (See page 15.)

For the p/c agency that has had problems recruiting and retaining a quality life professional, Hartford Life can be the answer. "You can easily spend \$75,000 to \$100,000 a year to support that position and you are never sure what you're going to get for your money. If they allow our people to fill that need and we can identify just three or four good prospects each year, the agency can pick up an additional six figures in revenue with zero expense," explains Ryan.

Property-casualty agents are reluctant to handle life products for a number of reasons, says Ryan. They range from the complexity of life products to time constraints to the fear of jeopardizing an existing relationship.

Ryan says agents can be as involved or uninvolved in the process as they choose, and they can count on Hartford Life's reputation for integrity and technical excellence in dealing with their clients. After the initial contact is made, Hartford Life can actually handle everything for the agent - all paperwork, consultations with the client and his advisers, even closing the sale itself.

"There are great possibilities here for p/c agents to increase their revenue," says Ryan.

Following are profiles of three agents who have heeded Ryan's advice.

When a heart surgeon won't do

Tom Carroll is a p/c agent, and a good one. In the world of insurance, he sees himself as similar to a heart surgeon. "But sometimes my clients need brain surgery," he says. "And they're not going to go to a heart surgeon to have their brain operated on."

Brain surgery, in Carroll's view, is life insurance. It's highly technical. Consequently, most property-casualty agents don't get involved in life sales.

"They don't want to get themselves in trouble," says Mike DiMayo, regional sales manager of Hartford Life's Baltimore office. "There's a fear of embarrassment, that their client is going to ask them questions they can't answer."

DiMayo views these fears as unfortunate, and unnecessary. He says, "It's a shame to have a p/c agent's customers buying big-ticket items from someone else because the p/c agent, for one reason or another, doesn't feel comfortable delivering the product himself."

Carroll – of Diversified Insurance Industries, a Hartford VIP agency in Baltimore – saw the potential for selling other products to his p/c customers. And he was astute enough to realize that he didn't need to be a brain surgeon. He only had to partner with one.

"My goal is to make more money every year, and one of the ways I can do that is to continue to cultivate the field I've already sown," says Carroll. "There are new opportunities within my existing customer base to do things that my clients need. And because of the relationships I've formed from servicing their p/c needs, my clients are comfortable working through me."

Carroll found the brain surgeon he needed in DiMayo. "I don't have to know all of the technical stuff – the latest tax codes, the most recent court decisions," he says. "I simply develop the conversation about life products with my client and then introduce Mike into the equation, and he fills in all of the technical details."

Carroll sees three main reasons why p/c agents are reluctant to get into life sales: lack of knowledge, not having complete control over the process, and introducing another party into the sales equation.

He says, "They're afraid of jeopardizing an existing relationship. In my view, it only enhances the relationship because the quality of the people who work for Hartford Life is so good."

DiMayo says some p/c agents have had bad experiences with life agents and are reluctant to try again. "Maybe they brought in a life agent to meet their client who didn't know his subject matter or made a poor presentation," he says. "When I talk to a p/c agent I tell him I know what his fears are because I've been doing this a long time. And I'm still going to be around when he needs me."

The potential increase in revenue for p/c agents who also sell life products can be substantial. Carroll did one case where the premium was over \$100,000, and several other Section 419 cases where it's approached that figure. "You're talking about serious money," he says.

Don't leave the money on the table

Mark Freeman is an imposing physical presence — 6-foot-6, with a booming voice that could stop a charging rhino in its tracks. He gets to the point quickly.

"Money!" he roars, when asked why p/c agents should be interested in selling life insurance products to their clients. "They're leaving money on the table if they don't."

Owner of the MWF Co. Inc., DBA Midwest Insurance Agency in Valpariso, Ind., Freeman says somebody is going to sell life products to the clients of p/c agents, and it might as well be the p/c agent.

He says there's more than lost revenue at stake. "Your p/c business is also going to be exposed to the person who's selling the life insurance to your clients," he warns.

John Schaive, Hartford Life's regional manager in Indianapolis, agrees. "One of the biggest threats to p/c agents is that banks and brokerage firms are starting to get into their business," he says. "In order to survive and flourish in the future, p/c agents are going to have to offer more complete service. If they're not going to do more things for their clients, they're going to be at risk."

Schaive says Freeman "doesn't need a lot of help." Besides his p/c background, Freeman is also a life professional.

"Mark is a bright, technical person and very successful in his own right," says Schaive. "He does almost all the work. But he has only so many hours in his day, and there are things we can assist him with."

In their first major success together, Freeman and Schaive closed a case with a premium of approximately \$300,000. "It was somewhat of a complex deal involving estate planning and business continuation," says Schaive, "but together we got it done. In fact, I finished it up with the attorneys while Mark was on vacation."

Although Freeman doesn't need the level of support that most p/c agents do, he says "it's a big plus to have a guy like John to work with. He really knows his stuff." Life agents like Freeman are looking for help with case design, sales ideas and underwriting assistance, among other things. Freeman also points to ratings, products and name recognition as other reasons he does business with Hartford Life.

He says, "Hartford Life has some marketing strategies going, some niches that nobody else is pushing. Your variable life is one of the best out there, and your finances are among the best. Plus

Continued

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your account reps and regional managers can do the sophisticated stuff.”

Freeman has had so much success with life products that he got out of the p/c business about a year ago. He says, “Two-thirds of my headaches were coming from that end of the business and only one-third of the revenue. I decided I could live off the two-thirds revenue and get rid of most of my headaches in the process.”

Now, most of his headaches come from watching his beloved Chicago Cubs. “I can get to Wrigley Field from the office inside of an hour and a half, but the Cubs really know how to break your heart.”

If you don't ask, you don't get

Alfred Dingler lives by the adage that “ask and ye shall receive.”

The Atlanta agent believes life insurance products offer him and his p/c brethren an opportunity to enjoy the good life. The catch is to ask the right questions of their p/c clients and to keep asking them.

“It's really pretty simple,” explains Dingler. “The p/c agent has the prospect, but he needs to ask the client, ‘Do you have an estate plan and can we review your needs?’ The reality is, most p/c agents aren't asking the question.”

Dingler has no qualms about asking, and as a result he has received in a big way, to the tune of approximately \$25,000 a month in commissions from life sales.

“That's a very big number,” he says, “and it goes directly into our checking account. I get whatever support I need from Hartford Life without having to pay any overhead.”

Jimmy Bottoms, regional manager in Hartford Life's Atlanta office, says Dingler was quick to recognize the value of selling life products. “He was willing to deal in the products that make the most sense for his clients,” says Bottoms. “He got his security registration and took the variable life and variable annuity tests so he could offer all products to his clients. By putting in this kind of effort, he's greatly increased his agency's revenue and is also doing a better job of servicing his clients.”

Well-run agencies go after all sources of revenue and the success of Dingler's agency, Prime Insurance, has been recognized on a national level. *Rough Notes* magazine named Prime Insurance as the national agency of the year for 1993.

Dingler's advice to other p/c agents is to start slow, but definitely to start. Bring in one or two clients, he advises, and have them meet with Hartford Life, which will provide the technical knowl-

edge and guide the client through the details. He says the key to success is to have a strong relationship with someone like Bottoms.

“Jimmy is rock solid and he doesn't use any fancy sales lines,” says Dingler, “People just trust him immensely. He can deal with a top lawyer and he can deal equally well with Mom who has never worked in her life.”

As a top life producer, Dingler has been approached by a number of other life companies. He says, “They contact us and ask, ‘Can you try us out?’ But because of our relationship with Jimmy and the hard work by everyone we deal with at Hartford Life, we've never considered another offer. We've got a great thing going and we don't want to change a thing.”♦

P R O D U C T S

Individual Life Products

- Single Life
- Stag Variable Life
- Stag Variable Life Artisan
- Stag Universal Life
- Stag Interest Sensitive Whole Life
- Stag Simple Term
- Second to Die
- Stag Variable Life – Last Survivor
- Solution Last Survivor
- Stag Interest Sensitive Whole Life – Last Survivor

Individual Life Marketing Programs

- Estate Planning
- Shared Ownership
- Section 419 Severance Trusts
- Charitable Legacy Trusts
- Split Dollar
- Insured Private Pensions
- Pension Transfer Planning
- Charitable Remainder Trusts
- WRAP Trusts
- InsGift