

Introduction: Thomas Rumpfelt

The Hartford

Introduction: Talking points are a foundation for each agent to develop a conversation that works best for them. The intention of the below script is to share with an owner by phone or personal visit the incredible opportunity Hartford is offering business owners the nation's broadest coverage, the lowest rates due to advances in technology and best customer service, JD Power and Associate.

The Hartford is the National Leader in Technology, a senior underwriter can enter an owner's street address to quote all commercial policies, business package, business auto, worker compensation EPLI/Professional and Umbrella (excess liability) business in minutes. Connected to over 100 national data centers to pull data, amazing.

Edit the below to accommodate your style to get the best results! No applications are needed, only two questions for the owner, cell and email. The wonder of technology, an amazing opportunity!

Script:

HARTFORD INTRODUCTION: TALKING POINTS, (not a script).

- Hello, my name is (), I am a business relations consultant with MGA Preferred Agency Network calling on behalf of the nation's largest insurer of small business. The Hartford Insurance Company would like to congratulate your company on its good safety record.
- Your company is eligible to receive a 25% rate reduction on Hartford's business insurance package saving many owners 1000s
- Hartford invested over 200 million in technology, a senior underwriter can enter your street address to download information to quote your company business package, workers compensation, auto, EPLI and umbrella in minutes.
- No traditional time-consuming applications needed
- Instead, The Hartford is inviting safety conscious owners or executives to meet 10 to 15 minutes by phone with a Senior Underwriter, recognized expert in insurance contract law and risk management to review your business insurance, make recommendations, and offer their best rates.
- The meeting will be an unforgettable experience; owners are saving thousands, improvising coverage and the confidence when a claim occurs, COVERED!
- Hartford is the only company offering an unconditional guarantee, If, your senior underwriter makes a mistake resulting in a claim not covered, Hartford pays.
- If your current agent makes a mistake, it can become an expensive legal issue.
- The past 12 months thousands of business and franchise owners changed to The Hartford. The reason is obviously ranked #1 in customer service, JD Power and Associate, Trademark stretch endorsement offering the nation broadest coverage, and peace of mind, when a claim occurs, covered.
- To get started I only need to ask three questions, your cell number, personal email and your business street address.
- A Hartford senior underwriter will make three attempts to call your cell tomorrow.
- Our office will send confirmation email and overview. You will want to change to the Hartford, no money down, nation's best coverage, unconditional guarantee, 10 monthly pays no interest.
- You have made a wise decision for your company, thank you for your time. Have a wonderful day!

Send an email at end of the day to each prospect, you registered brief email attaching MGABIZ flyer and the flyer for each target that is available at the Top Ten Industries for each SIC code or business type you are calling.

If Hartford underwriter offers a quote, encourage your prospect to change at their current company next billing date to take advantage of savings and The Hartford Unconditional Guarantee, your business is Covered.

No money down to get started, Hartford will bill, 10 pay no interest!