



THE Beat

your weekly eBulletin

Five reasons to expand your portfolio

Cross-selling insurance is a highly effective strategy. A study by McKinsey revealed that cross-selling can **increase profits by 30% and sales by 20%**.¹ The likelihood of selling to an existing customer is in the 60-70% range versus the 5-20% range of selling to a potential customer.² Anyone interested in making the most of their time?

In addition to increasing sales, cross-selling also helps:

1. Increase profitability

It's very effective in the consumer industry. Amazon attributes 35% of its total revenues from cross-selling.³ (Our Quote & Enroll tool was developed with exactly this in mind!) Using a cross-selling strategy allows you to promote additional products to clients, inviting them to buy more policies than they had originally planned to purchase.

2. Enhance customer loyalty

When clients purchase more insurance policies from you, they begin to feel a strong connection to your agency. They will likely remain loyal to you and can help you generate strong (and free) word of mouth marketing. Increased customer loyalty leads to generating leads.

3. Generate more leads

A major challenge agents face is lead generation. Cross-selling can be a viable solution. A satisfied customer is a great asset by recommending you to their friends and family.

4. Stay in touch

While touching base with a generic email is nice, reaching out to address a need shows clients that you are thinking about them, specifically. Perhaps there's a new

product or a product has expanded to their state.

5. Enhance convenience

When you make clients aware of different products, you are helping them find products they currently need, as well as engaging in determining what their future needs may be. Both help by saving them the time and effort of endless and confusing internet searches.

Our Protection SeriesSM suite of products offers a variety of ancillary products that can be sold with a Medicare Supplement – during that initial meeting or during a follow up call:

- **Cancer and Heart Attack or Stroke/Plus**
- **Dental, Vision and Hearing/Plus**
- **Home Care Plus/Home Recovery Care (TX)**
- **Hospital Indemnity/Flex**
- **Recovery Care**

We also continue to add states to our existing products to make cross-selling easier for you. We're always here to help you. If you have any questions about any of our products, contact our **Agent Services team** at **866-272-6630**.

¹Targeted online marketing programs boost customer conversion rates. (n.d.). McKinsey & Company. Retrieved December 12, 2022, from

<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/how-we-help-clients/clm-online-retailer>

²Dublino. (2022, October 5). How to Boost Customer Retention. business.com.

<https://www.business.com/articles/boost-customer-retention/>

³Bhardwaj. (2022, June 14). Amazon Cross Selling & Up selling Algorithm - Shivashish Bhardwaj. Medium.

<https://medium.com/@shivashishbhardwaj/amazon-cross-sellingup-selling-algorithm-3451ba6703ae>

upcoming webinars

Do you want to expand your portfolio of senior solutions and discover our easy-to-use online tools? Join one of our upcoming webinars:

Webinar topic

Date and time

Hospital Indemnity Flex

Tuesday, April 25 at 1 PM CT

Final Expense whole life insurance

Thursday, April 27 at 11 AM CT

Aetna Quote & Enroll training

Thursday, April 27 at 2 PM CT

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Use the links below for quick access to our tools:

[View our plans](#) | [Aetna Quote & Enroll](#) | [Track your app](#)

* Aetna Senior Supplemental Insurance includes products underwritten by: Accendo Insurance Company (ACC), part of the CVS Health® family of companies and Aetna affiliate; Aetna Health and Life Insurance Company (AHLIC); Aetna Health Insurance Company (AHIC), American Continental Insurance Company (ACI); Continental Life Insurance Company of Brentwood, Tennessee (CLI).

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