



## **“Green Calling for Group Insurance” How to get into the lucrative Business Insurance Market**

The insurance wisdom of the ages, all in one package – Mike Danks will remind you of lessons you thought were long forgotten.

There is one basic in the business that is rarely spoke about. It is a communication approach that frightens all but the most robust of advisors and yet one that can make any advisor a success. It has the power to drive your business to heights that few advisors experience and Mike Danks will provide a way any insurance advisor can make it work for them.

The business basic is “cold calling” – extreme communication skills. Mike calls it “green calling” and it is an ideal way in a world of Do Not Call Lists, Do Not Spam Lists and effective gatekeepers to get in the door and talk to decision makers. His magic is in what he uses as the lead for cold calling – custom association group insurance benefits.

The creator of the original Chamber of Commerce association plans, the Better Business Bureau and other plans, mike has developed an approach for the small business market that can get in.

Cold calling for group is different than trying it for insurance. Business owners see group more like property and casualty and they will talk. Mike will explain what a plan looks like and how you can use the approach to open doors in the business market that you never thought you could open.

Want to be in the business market – today, here’s how.