



Make Yourself a Resource

More than 90 percent of customers said they wanted their sales representatives to be “more of a resource” to them, according to a 2001 study of 23,000 businesses by Cahners Research.

That’s a pretty strong message from your clients and prospects. So how do you become “a resource”?

The word “resource” makes most people think of something on hand that can be used as needed, such as a natural resource or human resource. Interestingly enough, the dictionary also defines resource as “an ability to handle a situation in an effective

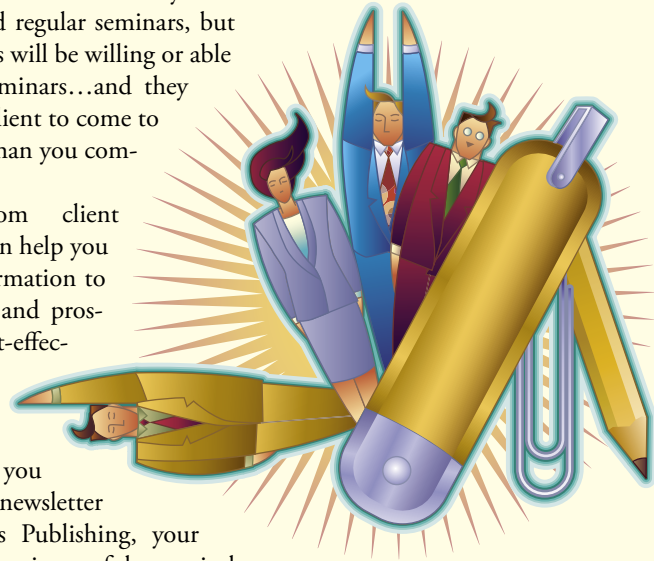
manner.” So whenever you can help your clients handle situations more effectively, you become a resource to them.

One of the ways you can help your clients handle situations more effectively is to provide them with information that helps them do their jobs better. Give them practical information that they can put to use in their business—whether it helps them manage employee benefits or lower risk exposures—and you will become a trusted resource.

There are many ways you can provide this type of information to clients. You can meet face-to-face or

chat on the phone—but reaching your entire client/prospect base will take a lot of time and money. You can also hold regular seminars, but not all clients will be willing or able to attend seminars...and they require the client to come to you, rather than you coming to them.

A custom client newsletter can help you provide information to your clients and prospects in a cost-effective, timely and professional manner. When you use a client newsletter from Smart’s Publishing, your clients will receive useful, practical information from you on a regular basis—in a format that’s easy to use and doesn’t require a major invest-



ment of their time.

Although more cost-effective than other client contact methods, starting a client newsletter still requires an investment of your time and money. Once you start one, you need to stick with it in order to see any benefits. Will it actually pay off? According to the Cahners study, “Sales representatives who understand the business, needs and pressures of their customers are sixty-nine percent more likely to come away with a sale.”

For more information on how a client newsletter can help you build your sales, contact Lisa Merriman toll-free at 866-762-7879 or lmerriman@smartspublishing.com ■



Until next time
— *The smart marketers at*



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Getting the Most Out of Your Newsletter Program

All 14 Smart's Publishing clients listed on the *Business Insurance Top 100 Insurance Brokers* list in 2005 have either remained at the same ranking or improved their ranking in 2006.

We're not saying that using a Smart's client newsletter will get your firm onto the Top 100—but it can't hurt! Successful insurance brokerages know the value of regular client communications. And they appreciate the value and service they get with a client newsletter from Smart's Publishing. To see what insurance brokers, along with our other clients, have to say about Smart's client newsletters, [click here](#).

