



# Welcome to Employee Benefits at Resource Brokerage

## How do you obtain your first group health prospect?

### Who are your best contacts to sell Group Health Business?

Do an inventory of your current relationships. Do you have any friends or family that own businesses or are in centers of influence of within a business?

Examples: HR Director, Comptroller, Bookkeeper, Office Manager, CEO, CFO.

All of these people review employee benefits monthly or at least annually.

Reach out to people in your comfort zone first to get the conversation going. At best, they may have referrals for you - people looking for an insurance professional.

### How do you start the conversation?

Start the dialogue and let the prospective client lead the conversation. Click here for a list of [Questions to ask your Prospective Clients.](#)

The goal is to listen more than you speak and ask open-ended questions to find their pain points of their current health insurance plans. Once you get a dialogue going, you'll know what needs you are trying to meet in your sales process and presentation. If possible, take notes during this conversation to reference later to make sure you include them in your sales presentation when you present quotes. Try to stay away from price. That is ultimately a chief motivator for everyone but we do not want to commoditize the sale.

Reach out to us once you have had that initial conversation and we can work with you in order to show you how our portfolio meets those needs.