

DEVELOPING NEW SALES LEADS

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NEW PRODUCTS

- Southwest Insurance Company is growing 28% a year
- Core products are still
 - Health
 - Life
 - Disability
- We now offer
 - Auto/Boat/Motorcycle/RV
 - Homeowner's/Renter's
 - Liability
 - Worker's Comp

CONTACT YOUR EXISTING CLIENTS

- Offer our new products
 - Auto
 - Boat
 - Homeowner's/Renter's
 - Liability
 - Worker's Comp
- Offer competitive package pricing
- Emphasize your personal connection and service



CREATE CUSTOM PACKAGES FOR SELF-EMPLOYED

- Customize our Self-Insured package for your customers
- Research local discount possibilities
 - Reduced membership at gyms
 - Reduced membership at weight-loss groups
 - Percentage off at local farmer's markets
- Schedule an open house



CONTACT ORGANIZATIONS AND CLUBS

- Chamber of Commerce
- Service Organizations
 - Rotary
 - Lions
- Professional Organizations
 - Houston CPA Society
 - Texas Society of Professional Engineers



RECIPE FOR SUCCESS

Offer new products
to existing clients

Reach out to self-
insured with
customized packages

Present to local
organizations

FOR MORE INFORMATION

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