

The Coverage Coach Advantage™

a more honest way of doing business



Why is the Coverage Coach Advantage Different?

The traditional prospect-salesperson relationship has been called a "buyer-seller dance". Why? When prospects and salespeople begin their selling "dance," there are always two systems at work: the prospect's system and the salesperson's system. Both sides are conditioned to play these roles because of commoditization.

What's the difference

- 1 Personal and prompt attention from principal owner
- 2 We will market you to the whole insurance market
- 3 No pushing what you don't need.
- 4 Honest advice
- 5 Not a fly by night company. We have been around since the 1800's

In the prospect's system, the agenda is generally one of trying to gather as much information as he can while giving little, negotiating for the best possible price and terms for the goods and services the salesperson has to offer, playing his cards very close to his chest, and maximizing his time. There isn't a salesperson alive that would not appreciate having the same courtesies extended to him. Unfortunately, most of the time, this is not the case. And of course there are legitimate reasons why this courtesy is not extended to the salesperson; In all fairness, salespeople must assume much of the responsibility for what has happened to them over the years because, in fact, salespeople have "trained" their prospects to behave this way by putting up with this subordinate role.

We agree with the above assessment. While not all sales situations engender the buyer-seller dance, this stereotype is not

unfounded, and most of the time, each side most definitely has his own agenda.

Is there another way?

You bet. Our goal is do business with prospects that are philosophically compatible, more service than commodity minded, and want to do business on a more enlightened, equitable plane. This leads to a win-win solution for both parties. How do we accomplish this? If you are reading this document, you have probably already experienced The Coverage Coach online system. That system is based on providing mutual value to you and to us. We score all prospects based on their compatibility, and sense of appreciation and commitment to us. Is this a one-way deal? No way. If we sense we will be accorded a mutual level of respect and professional courtesies, we are prepared to commit what has been termed "Deep Support" by Shoshana Zuboff in her book, [The Support Economy](#).



*Fred Gaston IV, President
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The Coverage Coach Advantage™

What do we seek?

- We look to play the role of complete market-maker for you.
- Your participation in requested phone appointments and for you to be responsive to email and voicemail communications, and requests for additional information
- In many instances we will require an up-front retainer in advance of performing services.



What is Deep Support and why do buyers today zealously seek it?

In a nutshell buyers today are finding it very difficult to find a satisfactory level of attention and service, particularly when it comes to complex intangibles like insurance. Everyone's time is more precious and the world is more complicated, requiring you as the consumer to find a specialized broker capable of giving you "concierge" quality service.

relationship. Are we requiring a commitment to buy from us? While that would be nice, we are realistic and the answer is no. What we are really seeking is an equitable, courteous relationship free of the elements and pitfalls that characterize the Buyer-Seller Dance.

So what are we really saying?

We require our prospects to electronically accept a mutual agreement governing the spirit of conduct and



What do you get? You get:

- "Deep Support" in the form of our undivided attention,
- a commitment to do a complete job, not just the bare minimum;
- Prompt and responsive communication and execution.
- No games.



The Coverage Coach™

- Eliminates the need for producers or it is like having a producer working night and day
- No big upfront cost. You pay a fee per month and a fee per lead

Our Solution – a unique process

The Internet. But – not just the Internet. What we found was not necessarily a technology solution, but rather a marketing innovation. Other agents have certainly tried and failed at Internet marketing. With little exception, most agents develop static websites that are nothing more than billboards or electronic fliers. Even those who have gone so far as to put blank applications online, there is little interactive or intelligent marketing that couples these Internet initiatives.

Amazon was slated to fail and ended up revolutionizing how we buy. The same is true of EBay and the

numerous travel websites. People DO complete numerous business transactions online, and we can prove that insurance does not need to be the exception to the success of Internet commerce.

Our unique process is not just in electronically acquiring customers, but in electronically qualifying customers. This refinement gives us an edge and we are able to use the Internet intelligently. The process is applicable to almost any service industry, and we are able to replicate the qualification system to allow us to develop many niches and a large geographic customer base.



Our unique process puts you in control.



The Results

Our model and unique process for acquiring new clients allows "Inside Sales" to replace the expensive "Outside Sales/Producer" model. The likelihood of growth instantly expands to a national basis as the Internet is capable of reaching far out into the national world of buyers – much farther than we would be able to reach independently or through traditional marketing methods.

- No cold calling
- No telemarketers
- No Producers!
- All accounts are owned by the house
- No chasing prospects – everyone is a prequalified buyer
- Objective v. Subjective client assessment
- Ability to quickly create, market and develop niche business
- Geographic scope of clients broadened from local to national

CONTACT US ANY TIME TO SET UP A MEETING

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Conclusion

We have experienced strong and positive results with this new method of Lead Generation. Many of the challenges we used to face in marketing, producer management, and the struggle to meet sales quotas are now obsolete. We are confident that this solution can be made available to other agencies, and to any insurance entity seeking to capitalize on a new method of harnessing qualified leads. The Lead Generation offers a mechanism to agents and client acquisition no longer plays according to the traditional rules.



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