

# How can a SPITFIRE Dialer System help you sell more Insurance easier?



## Insurance telemarketing

OPC Marketing, Inc. has an in-depth understanding of prospecting for Insurance Business; SpitFire Dialer solutions can add millions in premium growth to an Insurance Agency's bottom line

You have a complete portfolio of Insurance and financial products; you sell many types of Insurance. How can you reach more people in the shortest possible time to offer Long-Term Care Insurance? Group Healthcare? Defined Benefit Plans? 401ks? Deferred Compensation? Commercial Insurance? Life Insurance, Auto and Property Insurance?

The selling advantage over all other Agents is to bring the power of SpitFire's computerized dialing system into your office.

OPC'S SPITFIRE DIALERS has helped insurance agencies add millions in premium volume to their books of business by providing them with easy to obtain highly-qualified sales opportunities using computerized power when telemarketing.

OPC'S SPITFIRE DIALERS are unique because it has a member of the Million Dollar Roundtable on its staff and in the top 250 salesmen at Prudential that has overseen successful telemarketing campaigns for agencies from coast-to-coast.

Campaigns conducted for insurance agencies have been extremely successful because you learn to harness the power and learn what differentiates your clients from other agencies. You create sales presentations that are tailored to generate interest from decision-makers. The great thing about an Insurance prospecting campaign you create is that you test it and only use what works.

You personalize your own pitch

When you speak to Presidents, CFOs, Controllers and Risk Managers on behalf of your portfolio, you can discuss value-added services that can range from products that "get you in the door," to long range growth through products like business estate planning. The great thing is that you're never going to have to manually dial again. Only live persons will be delivered to

agency colleagues who are happy to share with you the specifics of how our SpitFire AutoDialers and Predictive dialers have helped them grow their list of satisfied policy owners.

Contrary to popular belief, telemarketing is an excellent way to drum up new business and enhance existing customer awareness. From multi-million dollar corporations to small businesses to individual policy owners, telephone marketing is utilized by Insurance Agencies all over the globe.

If you own or head an Insurance Agency and are looking for an effective way to increase sales, look no further than telephone marketing with a SpitFire.

Telephone marketing can be effective for a variety of different businesses. Regardless of what type of company you run, telemarketing is a wise option.

Your own Telemarketing campaigns enable you to concentrate on the sales

aspect of the process. Talking to live people and setting appointments is the key to your success. By engaging services from our SpitFire Dialers, you can literally triple your Agents output in a matter of days.

## Thinking about Outsourcing?

Outsourcing your Insurance prospecting can bring your Agency to its knees and you never know just how outdated the list your outside call center may be using? You may think those leads are good, until you see how much they really cost in time and money. No one knows your product better than you do, how long will it take to train the outside staff to be up and running on all your offerings?

**OPC** Marketing™



you with SpitFire Predictive.

This methodology provides better opportunities for you after using representatives who tried a cookie cutter approach with prospects and focused on price as the only selling point for their agency.

Any agency with competitive markets for specifically targeted industries and the ability to close new business will significantly increase their sales by utilizing an OPC SPITFIRE DIALER in your own telemarketing campaign. Statistics show an increase of up to 400% using SpitFire's Predictive Dialer Technology.

Our insurance customer testimonial files are filled with recommendation letters and references from your insurance

SpitFire allows you to dramatically scale your outbound sales efforts with minimal increase of internal overhead. In addition, technology, personnel, and legal issues can be a huge burden. SpitFire will allow you to concentrate on running your business – SpitFire is the easiest dialing system to own, learn, setup and operate on a daily basis. OPC's Technical Support department trains your personnel and can troubleshoot the systems right on your dialers desktop.

SpitFire's software is very easy to learn and it's designed for Insurance Agents to form new leads and schedule follow-ups with prospects and contact past or current clients. Addresses, contacts, and all other pertinent information from your own database is popped-up\* on the screen during each phone call to better your chances of reaching the person who is most likely to do business with you. You upload your sales pitch, upload your dialing list, then start talking to only live people, no busy signals, no fax machine and leaves messages for whom isn't at home.

Of course, setting up a Telemarketing Outsourcing operation requires a tremendous amount of hard work. SpitFire gives you the skills, capabilities to make your "Telemarketing Initiative" a successful one and have a unbeatable value and suite of tools to make it a prosperous one.

Outbound telemarketing enables you to reach your customer base in an exciting and innovative way. Why continue to work from an inefficient telemarketing platform when there are so many opportunities for improvement? You can meet and exceed your current quota simply by employing a few basic principles

of outbound telemarketing. When you combine the right people with state-of-the-art technology, you can't help but achieve powerful results!

Our outbound SpitFire Dialers are the most advanced dialers for the money in the country in all your telemarketing call centers.

OPC Marketing's SpitFire systems can provide you with campaign reporting, hot transfers, callbacks, digital recording, digital backup, off-site monitoring, and web enabled message transferring.

Our outbound telemarketing call center solutions include Predictive "SPD," automated "SPX," and HYBRID SPDX phone systems. See why our SpitFire HYBRID just won it's second "Product of the Year" Award from Communication Solutions Magazine!

One of the keys to voice advertising is to target your customer niche as effectively as possible.

#### Dialer System Quote

To receive your inbound call center or outbound telemarketing quote, simply contact us by phone at 800-859-5924 or 972-267-3279. OPC's sales team pride themselves on fast response and providing a complete telemarketing solution at one of the best values out there.

First our telemarketing experts analyze your requirements and contact you to discuss your telemarketing or call center solution in greater detail.

Next, our telemarketing specialist provides you with an OPC Marketing in-house quote and contacts the appropriate network provider or ISP, within hours of your request to make

sure SpitFire works for you. OPC Marketing's call center will follow up with you to ensure your outbound telemarketing or inbound call center needs were met or exceeded!

Our experts will assist you every step of the way. Excellent service is our guarantee! And OPC has the most helpful technical support and follow-up after the sale.

#### Insurance Marketing Software and Systems

When your insurance agents do speak with a live prospect, you know there is a high level of interest. No longer will your insurance agents spend hours dialing numbers, repeating the same greeting, and experiencing a high level of rejection. Your calls will be with highly qualified and interested prospects.

Your Insurance outbound telemarketing opportunities in your Agency will include:

- Announce a Sale, Grand Opening, or Special Event
- Appointment Setting
- B2B or B2C
- Direct Mail Follow-up
- Emergency Broadcasting
- Fundraising
- Lead Generation/Qualification
- List Cleaning/Database Update
- Market Research
- New Product
- Orphaned Policy Management
- Phone Sales
- Policy Lapse Protection
- Political GOTV & Grass Roots Campaigns
- Product/Service Selling
- Prospecting
- Recruiting
- Seminar Registration
- Surveys
- Trade Show Follow-up
- Up-selling/Cross-selling
- Where to get Help after a Disaster

Only talk and connect to Live People.



SpitFire Predictive Dialer\*

Broadcast Pre-Recorded Sales Messages



SpitFire AutoDialer

Product of the Year for 2006



SpitFire Hybrid Dialer\*

Transfer Messages over the Internet



SpitFire e-AGENT

Save Lives Protect the Public and More!



Emergency Operations SpitFire AutoDialer



We're Here to Help You Get Started... Are You Ready To Make The Call?



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