

The Nurturity Executive Summary

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Why We Exist

1. The typical P&C and benefits sales are long and complex.
2. B2B prospects are far less responsive to a cold call than in the past.
3. Most agencies need between *5 and 25 times* more at-bats to fuel real growth.
4. Today, most prospects prefer to learn first about a company *then* interact with sales.

What We Believe

We believe the best producer conversations begin *after* the agency has begun to establish trust, rapport, and credibility with the prospect. We believe a combination of drip & nurture marketing, smart outbound calling, and directed producer actions is the most effective way to entice large numbers of prospects to join you in a non-selling space rich in knowledge, learning, and value. And, we believe once in that space, prospects are far more likely to lower their barriers, engage with your producers, and join in the sales process. We also believe that excellent engagement opportunities exist up to 60 days *prior* to the prospect's mental renewal period (90 days).

What We Do

Nurturity is the single solution that provides *every* function & process required to successfully identify, qualify, engage, and provide producers large numbers of ideal prospects.

We provide:

1. Complete lead generation & qualification (an extensive call center & technology toolbox).
2. Comprehensive lead scoring (identifying who's hot and who's not).
3. Always-on drip & nurture (super sticky content that builds trust, rapport, and credibility).
4. Follow-up that allows producers to hand-back leads to us for help in maintaining sale velocity.
5. Extensive lead research on every lead provided to a producer.
6. Comprehensive reporting on every lead, and QA of every lead *by the producer*.

How We Do It

Nurturity assigns an Opportunity Coordinator to each office. Through them, we provide producers multiple engagement level opportunities (At-Bats, At-Bat Calls, and Producer Hand-Offs) via our exclusive SmartForm interactive notifications. As a result, most producers will never have to log-in, enter the system, or learn (yet) another system.