

Agent SalesTips: The Power of Selling Online

Use what you know about the Internet to sell individual health insurance online!



A Winning Website

If you have your own agency website or you're thinking about creating one, make it the best "virtual office" it can be. Winning websites are informative, easy-to-navigate, and provide easy access to you, the agent. Consider incorporating the following components into your website to make it a value-added destination for your visitors:

- **Need-to-know information about the lines of insurance you sell**
 - Question and answer or frequently asked questions
 - Online insurance dictionary
 - Links to other resources (IRS website for HSA information, provider networks, etc.)
- **Up-to-date details on the products you're offering**
 - Links to carriers' websites
 - Plan descriptions
- **Biographical information about you and your agency**
 - Your expertise or area(s) of focus
 - Your industry credentials, professional memberships
- **Interactive tools**
 - quote forms
 - online applications
 - calculators
 - information request form
- **Customer support section**
 - Where to go for more information, i.e. e-mail address, online form, 800#
- **Client testimonials**

Plus, don't forget...

- ✓ Be sure your website looks *professional*—hire a designer or work with a specialty web developer.
- ✓ Include your *contact information*—make it clear, accessible and located in various places throughout your site.
- ✓ Take care to *be compliant* with carriers you represent by keeping product information up-to-date and accurate.
- ✓ *Keep it legal* and make sure you have disclaimer language where needed.
- ✓ *Promote your website address* on your communication pieces—printed or e-mail—to encourage clients and prospects to visit your site for more information.

Call a Celtic District Sales Manager at **(800) 477-7990** for answers to your questions, rate quotes, product information, sales and prospecting materials, and more! Visit **www.celtic-net.com** for service at your fingertips.

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