

About Client: Client is a leading Insurance company in United States, operating in the space of supplemental health and life Insurance

Client Situation: Client was looking for a handy reckoner of its products vis-à-vis competition comparing all features, benefits and prices for all its product categories. This was to be used by salespeople for sales meetings

What we did: Following were the elements of our solution

- Got information on all the products launched in US markets from regulatory filings
- Same information went into client's information database covering competition products
- After analysis, prepared multiple sales battle-cards for each product categories, territory and each competition that ground sales people could use to close sales

Outcome

- In some territories 3-5% improvement in hit rate of meetings were observed due to slew of initiatives including this one