



Eagle Glen Insurance Group, LLC.

Client: Eagle Glen Insurance Group, LLC.

Industry: Insurance

Background: Operating since 1983, the Eagle Glen Insurance Group is a recognized provider of security and assurance products in Iowa, Missouri and Nebraska. Their practice has enabled clients to feel protected against damage to their business, home, auto and finances.

Challenge: Eagle Glen wanted ADVERTUS to help them secure introductory meetings with key decision makers at potential "High Value Client" organizations. In addition, Eagle Glen wanted to move from a cash incentive to a non-cash loyalty program.

Analysis: ADVERTUS designed a plan that included:

- Developing new business development sales material and sales technique training.
- Designing a customer contact system to manage key executive decision makers.
- Building a customer knowledge management tracking system.

Result: The Eagle Glen plan designed by the ADVERTUS team generated:

- 12 new contractual clients within a 6-month span equating a potential \$6.3 million increase in revenue over three years.
- Designed a flexible reward structure that consisted of branded merchandise and a grand prize Hawaiian vacation that decrease customer relations costs by 19%.

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