

DAVID SINGER

SINGER NELSON CHARLMER

Packaging helps insurance brokerage promote and sell their value-added services

Packaging their value-added services as a “product” has helped *Singer Nelson Charlmers*, a successful New Jersey-based insurance brokerage stand out as better and different from the competition.

“There are a lot of insurance brokers who are just selling insurance products,” says David Singer, “but these products are commodities. That’s why we have named and packaged our value-added services—such as *The HealthPlan Optimizer*—as products: so our prospects can see that we provide something new, better, and different.”

Writing and publishing *BIG Stories* has also helped the company better communicate the benefits of their packaged value-added services. “If you simply talk about how great your product is, it sounds self-serving. But if you have a ‘BIG Story’ written, it’s more meaningful and objective. As a result, it has more impact, and gets more prospects interested.”

Thirdly, Singer emphasizes the importance of writing and communicating *Success Stories*. “They are great mailers or leave-behinds that demonstrate that we get incredible results for our clients. Our prospects can see immediately how they can save money, and grow their businesses by working with us. That’s why we believe in the importance of packaging.”



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