



MGA

Preferred Agency Network



Starting Your Agency
**Marketing
E-Commerce
Center**
with The Hartford



Marketing:

MGA Members are starting an in-house Marketing E-Commerce Center with little or no investment turning a 2 minute invitation to Register into a commercial sale. You refer interested business owners to The Hartford to do all your work. (Refer to [Warm Lead Menu](#), where the agency receives same commission as if you did the work. (2 minute call to make 100s or thousands).

AtoZ database contains over 30 million small businesses with detailed demographics that can be easily downloaded onto a spreadsheet to improve time management and efficiency to expedite high call volume and ease of tracking. Members have access to AtoZ Database 24 hours a day (800 # and chat support). In addition, an online course is available to provide step-by-step instructions to get the most from this amazing resource.

This is not a traditional sales or marketing call, but an amazing service where The Hartford is offering your prospects the opportunity to review their business insurance directly with a senior/season underwriter who understands contract law. They will review programs, recommend coverage, and offer their best pricing discount rates of up to 25% or more for quality risks. This service is similar to a risk management survey without any cost or obligation.

Members number one goal of marketing is for the owner to register. It only requires four questions; other information you have from A to Z Database. If you are not able to register the owner, or if not available, it is important you capture as many email addresses from the owners as possible.

E commerce Center

Members are requested to send an introduction email directly to their prospect copying cdirect@mgapan.com. The mails start the E-commerce marketing campaign to encourage your prospect who did not register earlier to take that step.

Each week your client will receive an e-card that encourages your clients to register. E commerce will continue to send a 10 week series, then repeat until your clients register. Your agency team is encouraged to make occasional follow up calls with the same intent until your prospect registers. Regardless of the timeline you clients will register or request removal. When they register, your agency will receive the same commission as if you did all the work. It is an amazing system.

MGA Preferred Agency Network's number one mission is your agency success. Indeed, this is a rare opportunity to build market shares and excel as a commercial producer for The Hartford.

Member agencies can determine how much they would like to invest in this program including direct sales, telemarketing, internet marketing, SEO, direct mail and or any phase of E commerce. Regardless of how your agency identifies a prospect, the opportunity is available for you to complete the on-line application at the Warm Lead page. A Hartford senior underwriter will call your prospects, provide risk management introduction, and offer The Hartford's best price.

As an agency, you receive the same commission as if you did all the work. There is nothing to compare to this unique opportunity. Your agency is encouraged to capture market share because you can!



Introduction E Card sent by your agency

The e-cards sent by CDirect@mgapan.com, each week will go to your prospect including Y Risk and Think you are Covered series. This ten weeks series of E cards sent to the owner's email address will get response now or later. There will not be an issue that will motivate each to register or request removal.. Your agency Marketing E commerce Center team is encouraged to make consistent follow up phone calls encouraging your prospect to register through personal contact or a voice message.

Constant Contact is set up so each agency list is managed independently with their own database making it easy to track responses and identify your agency prospects. MGA Preferred Agency network the key to your agency's success.

The Hartford

- Oldest US Insurance Company
- A world leader recognized by every insurance authority
- The Nation's Second Largest Insurer of Worker's Compensation
- Over 50,000 Business Owners Connect Direct with The Hartford
- Rate discounts of up to 25% and more
- Ranked number one by JD Power in customer service
- Expanded Stretch Endorsements, Leading the Industry in creative solutions.
- Stretch additional coverage available for auto, GL and workers compensation.
- Over 1.2 million business owners select The Hartford, including MGA Preferred.

Wow!. Let The Hartford do your work and receive the same commission as if you did the work! Start Your Marketing E-Commerce Center today and capture your agency market shares because you can!,

To get Started

Identify Prospects: AtoZ Database has over 30 Million Business Owners and over 60% of them meet The Hartford appetite and guidelines. Also available are the on-line tutorial, internet classes, 24 hour 800 number and live chat. You can become an expert downloading your prospects to a spreadsheet so your team can improve time management, organization, and ultimately, results.

Marketing is making the introduction call encouraging each prospect to register. E-commerce is a continued resource of encouraging business owners to register. Marketing is encourage to make consistent follow-up calls.