

Worksite Success Story:

Lee Barnette cashes-in on virtual enrollments during COVID-19

Lee Barnette began 2020 with a goal: expand his business and offer some of his 401(k) clients a kind of protection many of them don't have with standard group products. He was planning a series of in person meetings with one of his biggest clients with a multi-state demographic that included company sites in Louisiana, Mississippi, Alabama, Florida, South Carolina, Kentucky and Tennessee. When COVID-19 hit, it turned his strategy upside down. Undeterred, he swiftly moved to virtual meetings and enrollments and kept his plan moving forward. This is how he did it:

How did you identify this client?

"It was a 401k plan I started a few years ago. I had looked at Group Whole Life (GWL) to offer to them prior to COVID. To help get their attention I had the HR person at the company send an email telling them I would be in touch about 401(k) plan reviews and would also be talking about a new product. That was key. When you have the support of HR, it means everything. After a pandemic and mandatory stay-at-home order, I had to back-up and regroup."

How did COVID change your plans?

"Originally, our team was going to go out and meet with all of the employees personally. The virus shut that all down, we had to back up and punt and that is exactly what we did. We split up the list and set to a plan. Although our plans changed, our message would never change, even though the delivery of it would. We leveraged the communication strategies, then started with text messaging for phone dates then phone dates to scheduled Zoom meetings. We just had to adjust to not being in front of that person and being literally face-to-face. When talking Face-to -face, you can see the persons expression, you can get some kind of read off of the client and even though there may be some kind of objection, we are better suited to overcome that objection and stay with the basics, education. Our job is to educate and let the client make their decision."

Using Zoom

"This forced us to become experts with Zoom, and some of us better than others. We would make our phone calls and set up Zoom meetings on a shared calendar. We initially had these scheduled for 1-hour meetings, all day back-to-back. An hour? What the heck, its Zoom, and no ones driving to the next enrollment site, so we sharpened the scheduling and our process to efficient 15 minutes calls. "We wrote around 140 policies, and even though we tried very hard, we were not able to reach every single person. We did make contact with approximately 220 of the 250 eligible lives. And had over 50% in participation rate of those eligible lives."

Prospecting existing clients

"We finished up another enrollment at the end of January for a Parish Government, we placed approximately 29 policies and 30% participation. This was a new account that we originally had a meeting regarding retirement account and health insurance questions they had. My day to day focus is on small business owners, attorneys, managers, physicians, etc... We have found that when adding the GWL to existing small business clients or 401K plans the reception is much more welcoming. So this year's goal will be to do a Worksite/GWL at least once per quarter."

"This was a total Team effort! I could not have pulled this off without the help of those other Agents in our office!"

Contact your Marketing Director of Benefits (MDB) or our Sales Desk at 855.877.6161, to learn how we can help you make Worksite Benefits a part of your practice.

WorksiteSalesSupport@MassMutual.com

Producer use only. Not for use with the public.

CRN202302-278433