

# The Nolan Company

INSURANCE SERVICE OFFERING



## IMPROVING CUSTOMER ACQUISITION

Getting customers in today's competitive market space is increasingly difficult. Pricing and product are important but they usually only level the playing field. Sales methodologies and selling programs improve your odds. Effective and efficient processes, capabilities, and functions can be the key to bringing it all together for significant and sustainable growth. The **Nolan Customer Acquisition Assessment** provides an objective and thorough review of these areas along with a roadmap for improvement.

The **Nolan Customer Acquisition Assessment** goes beyond pricing, product, selling or servicing methodologies. It focuses on how processes, capabilities, and organizational functions impact growth of your customer base. It examines every aspect — equipping you with the insights you need to maximize your resources. Part of what makes our offering such a valuable tool for senior leaders is the use of our exclusive **Nolan Views** — targeted analyses that focus on individual components of a healthy customer acquisition environment. Each Nolan View stands alone as its own category, yet they work together to provide an objective picture — and a fresh perspective — of your sales organization. Core **Nolan Views** include:



The Nolan Company takes a collaborative approach to each engagement, working closely with your staff to gather essential input and develop a customized improvement plan. Along the way, this approach also promotes acceptance and ownership for managers and front-line employees — an often-overlooked step that is vital to the success of any change initiative. Lastly, the use of process analysis techniques assures organizational alignment and confirms that business processes and technology needs are properly integrated.

### Key Deliverables

The **Nolan Customer Acquisition Assessment** can be tailored to meet your needs — either as a comprehensive review of every area that touches your sales operations, or as a tightly-focused review of specific areas. In either case, Nolan equips your organization with:

- An objective assessment of your current state with comparison to industry best practices
- Recommended improvements to achieve optimal results
- An implementation plan for incorporating those recommendations

## Reap the Benefits

In order to manage your sales function most effectively, it's important to start with a clear picture of the resources, processes, and technologies already in place. The ***Nolan Customer Acquisition Assessment*** brings these elements into view, then provides clear solutions to help you achieve:

- An estimated 5–10 percent incremental growth of your top line
- Improved sales-cycle time and producer productivity
- Enhanced efficiency and customer service

## Customer Acquisition Experts

Our consultants are seasoned insurance professionals whose deep industry experience gives our clients an informed, unbiased view of the people, processes, and

technologies that impact customer acquisition operations. Nolan's firsthand industry expertise, combined with our proprietary ***Nolan Views***, gives us unmatched insight into the problems you face and puts us in a unique position to help you grow your customer base and achieve a high level of profitable customer retention.

## Experience That Works For You

For more than 40 years, The Nolan Company has helped businesses improve service, quality, productivity, and profitability through process innovation and effective use of technology. We're experts in developing comprehensive operational and technology solutions that deliver immediate results and lasting outcomes — and we're committed to working with you from assessment through implementation.



## CONTACT US

To learn more about our **Customer Acquisition Assessment** or to discuss operational, organizational, or technology challenges you are facing, contact us today at (800) 248-3742 or visit [renolan.com](http://renolan.com).