



evyrgreen
NETWORKING
FOR TEAMS

Strategic Insurance Partners

Case Study



EVYRGREEN NETWORKING FOR TEAMS

Strategic Insurance Partners *Case Study*

About The Client

Strategic Insurance Partners (SIP) works alongside business owners in New York, New Jersey, and Pennsylvania to help them develop a comprehensive insurance portfolio. Instituting extensive insurance expertise, SIP agents take a consultative approach toward identifying risks and proactively reducing the impact of loss through customized coverage.



The Challenge

With networking as a core strategy for gaining business in the insurance industry, David Smith of Strategic Insurance Partners wanted his team to leverage LinkedIn to find the right people, have more conversations, and ultimately win more opportunities.

However, getting through to the key decision-makers at mid-market companies is highly difficult as these companies tend to get a lot of inbound communication from a wide variety of external stakeholders. Furthermore, when professionals browse LinkedIn, they typically do not want to connect with insurance brokers.

The team at Strategic Insurance Partners needed an innovative but effective way to network on LinkedIn and get a hold of the right people! This is where Evyrgreen Networking for Teams came in.



The Solution

Evyrgreen Networking for Teams drove SIP's success with a comprehensive and high-value checklist for their sales representatives to follow when using LinkedIn. New to the world of LinkedIn, they needed both a process and a guide to build the right habits with LinkedIn and utilize it effectively.

The checklist gave them:

- A step by step process on how to use LinkedIn
- Tips and insights on how to optimize and leverage their profiles
- A detailed and effective process for gaining additional revenue for the business
- A strategy for leveraging LinkedIn without wasting time

The insurance industry is both high-workload and fast-paced, so the solution for SIP needed to save them TIME. Evyrgreen's checklist enabled them with a simple and easy-to-implement process in just 15 minutes per day.

The Outcome

With Evyrgreen Networking for Team's high-value checklist, the Strategic Insurance Partners team gained knowledge on what to do on LinkedIn.

Today, thanks to our partnership, the reps at SIP are:

- Taking the right actions on LinkedIn
- Adding strategic connections and expanding their network
- Having more conversations with decision-makers and ideal clients
- And growing their business!

But above all, what stood out most about Evyrgreen Networking for Teams is that it gave their team the clarity they needed to drive their success with online networking. With clarity comes motivation!



Need help generating qualified conversations and growing revenue with LinkedIn?

Book a strategy session with a team member to learn about how Evyrgreen Networking for Teams can help you.

LET'S TALK



evyrgreen
NETWORKING

More Referrals, Valuable Relationships on LinkedIn