

Start by using online resources to learn about your small business prospects and then use these questions to open the door to a conversation.

1

How has inflation impacted your business?

With prices going up for your business and at home, the contingency plans you have now might not be enough in the future. With the right insurance protection, you don't have to worry about whether you've saved up enough.

2

What are your business's most valuable assets?

Have you considered that you're the most valuable part of your business? You're also valuable at home with a family counting on you. What would happen if you were unable to work due to sickness or injury, or if you died unexpectedly?

3

What are your concerns for the future?

I know how easy it can be to get caught up in the day-to-day as a small business owner – but life comes at you fast, and things can change in an instant. What are your biggest fears or concerns for what the future holds?

4

How would you keep things running if you lost your health or died?

Does your business have the plans it needs to keep running? More importantly, would your family and business partners have financial support to keep afloat?

5

Do you want to give access to additional benefits to your employees?

Retaining talent is a big part of a business's success. Do you have plans to provide insurance coverage as a benefit to your workers?

Prospecting made easy

You probably already know some small business owners: dry cleaners, mechanics, veterinarians, hairstylists, landscapers, bakers, accountants, dog groomers and more are often small business owners. Use the Better Business Bureau, Google Business or other online resources to find more prospects and to learn more about them.

33.2 million small businesses in the United States¹

1. Forbes Advisor, Small Business Statistics of 2024

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