

Insurance Industry Fast Facts

NuGrowth Solutions has over a decade of experience working with insurance agencies and consultants to grow their book of business and develop their sales pipeline with new opportunities.

If your sales team could benefit from a dedicated team of business development reps calling on their behalf to develop relationships, set meetings and bring new opportunities for them to work, check out these fast facts on NuGrowth and consider having a conversation with our team.

- ✓ Buy vs. Build – NuGrowth has invested over **\$36 million** in developing best in breed teams and processes serving B2B organizations and have **proven results** for the insurance market.
- ✓ We are **unique** in the fact that we provide dedicated business development teams, not appointment setters. We go to market as our clients being brand stewards creating and nurturing relationships until a prospect is ready to engage in a sales cycle.
- ✓ In the last two years, we have made **229,000** impressions in the insurance market and have set over **7,300** meetings with qualified prospects.
- ✓ In the last two years, NuGrowth has delivered **313** opportunities for our clients and achieved KPI's that are above industry benchmarks.
- ✓ The NuGrowth CRM team has done over **100** implementations and integrates robust reporting, analytics and dashboards to provide results on goals for business objectives.
- ✓ NuGrowth purchased its own agency management software for private insurance agencies from State Auto in 2009. Since conception we have grown the customer to over **5,400** users.
- ✓ We build the entire business development engine and have it running in **4-6 weeks**.



We are pleased with the tenacity, process, and professionalism of the team as we work to expand our brand into other markets and within the communities our brand thrives in today.

—Mike Lakin, VP, New Business Development, HORAN

Our Insurance Offerings:



Business
Development
Outreach



Marketing
Campaigns



Salesforce
Implementation
& Support

Ready to increase your pipeline velocity? *Partner Effectively.*

Contact Mitch: mzacharyasz@nugrowth.com or 614-503-4142 or visit us online at www.NuGrowth.com.

