



THE COMMUNICATOR

Unique Ideas for Unique Risks

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Prospecting from the 39th Floor

A large, sightseeing helicopter company, located in Las Vegas, is the client of a producer who provided a Petersen International Underwriters [Guaranteed Issue Disability](#) plan to the pilots of the firm.

Recently, one of our very own was on vacation in Las Vegas, staying on the 39th floor of a high-rise resort. From his room he was able to see the airport and he spotted the helicopters of the sightseeing firm. He remarked of the fun coincidence and enjoyed watching the helicopters take off and land with his son. He then noticed another helicopter group further down the strip, but couldn't make out the company's logo. Using Google Earth on his smartphone, he zoomed in to street level and found the name of the company and sent a quick message out to the producer suggesting that she contact this other firm.

As it turned out, this second helicopter charter company was already in communication with this producer's brokerage, but for P&C insurances. Having a warm lead and experience gives her a nice advantage, but most of all, the recognition of a production lead gives her a great opportunity to place another PIU Guaranteed Issue Disability plan with this new firm.

You never know when or where a prospecting opportunity will appear. Looking past the traditional insurance markets will open up a world of potential clients. Petersen International Underwriters provides insurance plans for professional advisors that can recognize unmet insurance needs. Contact us to learn more.

Producer Bulletins

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