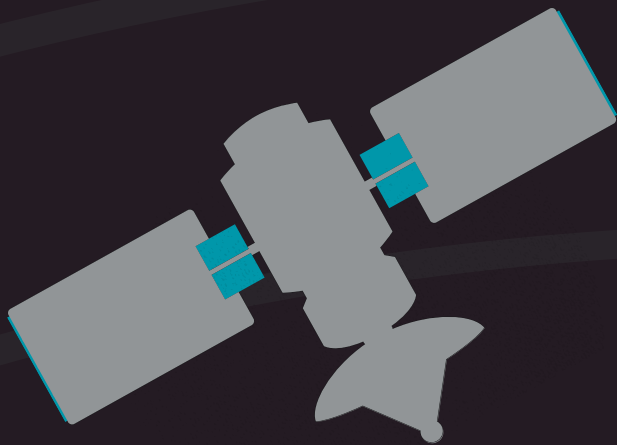


# THE UNIVERSE OF "WHY"

No matter how out of this world your senior market insurance business may be, the only way you will appear as a down to earth agent to prospects and customers is if they understand your "why." Take a peep through the lens of PSM's satellite orbiting the Universe of "Why" to see what you can accomplish in discovering your purpose, mission, cause or belief.



## WHAT

"**What** is it that you do?" You're an insurance professional. You sell senior market insurance products, like Medicare Supplements, Medicare Advantage, LTCI and much more. Great explanation, but your prospects and clients need a little feel for the atmosphere. They want you unveil the deeper things that will have you moon walking past your competition.

## HOW

"**How**, on earth, do you do what you do?" That's a relatively easy question to answer, right? You'd probably respond with something along the lines of: "By delivering superior service to my senior clients and providing them with a positive experience." While this answer revolves around something bigger than merely explaining what you do, it still fails to differentiate you from your competition.



## WHY

The "**why**" is the center of your senior market insurance universe. It communicates to your prospects and customers exactly what your business revolves around: what you stand for, believe in and will fight for. Each agent's "why" is unique, personal and emotional. Finding this is what **will** set you apart from your competition.

"People buy personalities and ideas much more quickly than they buy merchandise."

- NAPOLEON HILL

"People don't buy what you do,

they buy why you do it."

- SIMON SINEK

SO, ASK YOURSELF:

# WHAT IS YOUR "WHY"?

Infographic prepared by:

**Precision Senior Marketing**

In reference to LifeHealthPro.com article, titled "The Power of "Why" for Your Insurance Agency"

[Find original article here](#)

 **PRECISION**  
Senior Marketing, LLC

A full-service, national insurance field marketing organization (FMO) dedicated to recruiting, servicing and supporting senior market insurance agents.

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