

# Insurance Broker

## Partnership Overview

### The Challenge

Small business owners are often their own best salesperson—and that's the problem. They're the engine, the closer, the manager, and the trainer. When they're out of the picture, so is the revenue. The result? No scalable systems. No consistent follow-up. No growth without burnout. And when they want to sell or step back, there's no value to transfer.

### Common Issues

Your business clients are underinsured or overexposed—not because they don't care, but because they're overwhelmed. They're juggling sales, operations, and hiring with no structure in place. They need protection, but they're too deep in the day-to-day to prioritize it. That's where we come in.

### Our Solution

At Frontline Sales Ops, we specialize in designing and leading sales systems that work without the owner. Acting as the fractional head of sales, we step in, map the process, lead the team, and build a structure that scales. Whether your client is looking to grow or preparing to exit, we make sure the business can thrive without its founder in the trenches.

Our mission: Make your client more scalable, more valuable, and more confident in their next chapter—without risking your advisory relationship. You stay the hero. We do the heavy lifting.

### Our 6-Stage Process

1. **Sales Audit:** Identify current efforts and missed opportunities.
2. **Lead Gen Efficiency:** Analyze lead sources and process flow.
3. **Proven, Repeatable, Sales Process:** Shift from a talent-based, artistic sales process to a scientific, process-driven system.
4. **Leverage Technology:** Fully leverage the power of CRM, social media, and software tools.
5. **Sales Management:** Set KPIs and coaching cadences.
6. **Salesperson Performance:** Assess and improve individual salesperson skills.

### Why Partner with Us?

We stabilize the business so your coverage recommendations stick. When a client has a real sales system in place, they can project revenue, assess risk, and protect what they're building. You become the broker who helps businesses grow safely—not just get covered.

### Proven Results

- **Software Developer:** Doubled leads, reduced sales costs by 31%, increased revenue by 24%.
- **Ad Distributor:** Enhanced sales by 17% with no extra commission costs.
- **Franchisor:** Reduced prospect-to-buyer ratio from 200:1 to 57:1, gaining national recognition.

### Let's Connect

We're looking for a few aligned strategic partners who want to offer more value without adding more to their plate. If that sounds like you, let's connect.

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