PROSPECTING WITH HAWKSOFT CLIENT MANAGEMENT SYSTEM (CMS)

Generate New Business for Your Agency

In today's business climate, actively marketing and soliciting new business for your agency is more important than ever. The most successful producers spend an average of 35.9% of their time soliciting new business (Best Practices). HawkSoft CMS provides insurance agencies with exciting features and tools to help create new business without spending additional dollars on conventional advertising.

- Two-way integration with most comparative raters saves valuable time as client info is passed instantly between CMS and your preferred raters… no double entry!
- Quickly generate professional proposals, marketing letters, mass mail and mass email from within CMS
- Single-click data import from NetQuote and other lead providers enables swift response to highly motivated prospects; be the first agent to respond to high quality inquiries from "hot" leads
- Populate CMS with prospect or customer information from your agency website
- Quick and easy import of prospect lists from many sources using CMS' data importer
- Cross-Sell to existing clients using CMS' customizable reports
- Reports are easily used to generate mass email, preaddressed letters and envelopes for mass direct mail, and lists for use in phone and types of communication
- Nurture your existing book of business by easily producing birthday and anniversary reports
- Revisit past prospects who initially went elsewhere but may benefit from other opportunities your agency offers
- Solicit previous clients whose information, including expiration dates, remains in CMS

Don't get left behind. Call HawkSoft right away to arrange a Free Demo at 866.884.4680, or request a demonstration at www.hawksoft.com.