

Integrated Growth Strategies



RECOMMENDATION FOR

***BRANDING OF AGENTS TO GROW REVENUE, ENHANCE
BRAND EQUITY AND INCREASE MARKET SHARE***

THEODORE H. SPRINK

AIG's Re-Branding A Great Story to Tell

95 Years in business, \$68 Billion in Revenue

\$98% Fortune 500, \$100 Million Claims Paid

130 Countries, 64,000 Employees

Strength of a Market Leader

“Partner for Life”

“Know Risk”

“AIG All In”

“Won for All”

Marketing Director Listens and Learns

Understands Agent Expertise

Matches Agents to Customers

Supports, Coaches and Mentors

Resource for Branding, Leads and Sales

Theme: Change, Uncertainty, Risk, Reward

Agents Trusted to Avoid Risk & Build Wealth

Benefits of Agent Expertise in Planning

Agent Expertise Matched to Customers Needs

Integration of Sales, Marketing and Training

Personal, Affinity and Commercial Targets

Targeting: Direct and Intermediary Channels

Diverse and Cultural Needs and Benefits

Customer Information-Source Channels

Traditional and Non-Traditional Messaging

Personal Products and Coverage

Direct, Affinity and Third Party COI

Individuals and Family Needs

Family Involvement in Defining Goals

Succession, Generational Planning

Commercial Products and Coverage

Officers, Director and Company Needs

Wealth Management: Broader and Deeper

Customer Information Channels

Customer Behavior/Response Status

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Electronic Branding Strategies

Prospect Profile for Content, Delivery, Touches

Outbound/Inbound Data Integration Strategy

Drip Strategies to Prime, Respond, Cultivate

Lead Generation, Scoring, Qualifying and CRM

Digital Channels, SEO, Data Analysis, ROI, NPS

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Traditional Branding Strategies

Authored Articles for Publication

Personalized and Targeted eBrochures

News Releases Feature Agent Expertise

Customized Collateral Materials

News Letters Featuring Agent and Client

Case Studies: Agents Aiding Customers

Hosted Seminars Highlight Agent Expertise

Workshops, Networking Events, Sponsorships

CE Programs for Agent Lead Generation

Community Involvement: Client Causes

Balance Automated with Traditional Marketing

Low Cost, Rapid Implementation Initiatives

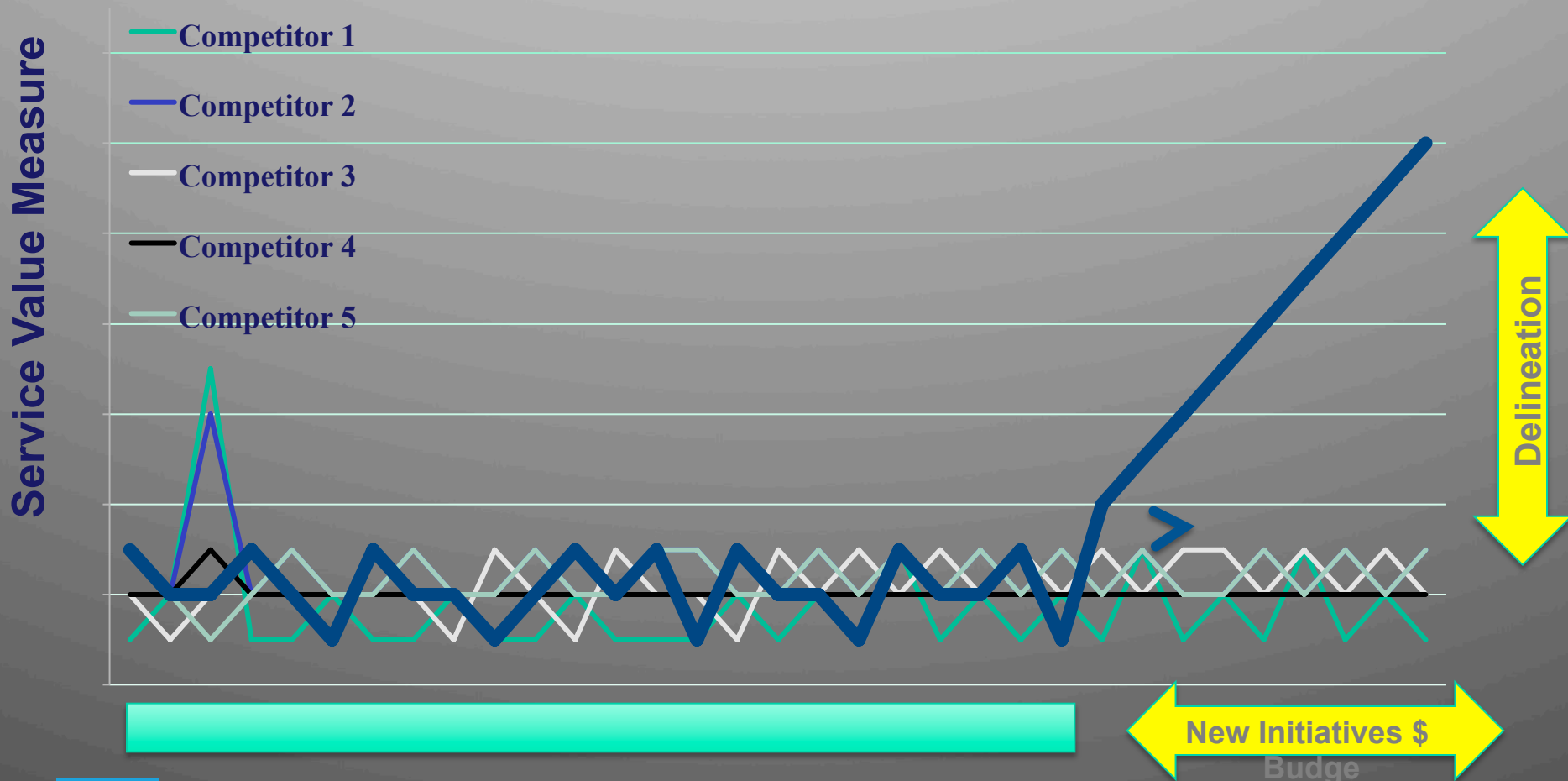
Differentiation of AIG Value Proposition

Marketing Budget Focuses on Delineation

“Blue Ocean vs. Red Ocean” Concept

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Creating Market Delineation Through Blue Ocean Marketing Initiatives



AIG

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***PERSONAL
DIRECT***

***BUSINESS
DIRECT***

***PERSONAL
INTERMEDIARY***

***BUSINESS
INTERMEDIARY***

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Market Segmentation

Targets	Individuals	Affinity	Member	Associations	DBAs	Start-Ups	Small-Cap	Mid-Cap	Established	National	Total
Agent 1											
Agent 2											
Agent 3											
Agent 4											
Agent 5											
Agent 6											
Agent 7											
Agent 8											
Agent 9											
Agent 10											
Total											



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Targeted Verticals

Individuals	Affinity	Member	Associations	DBAs
Prospect #1	Prospect #1	Prospect #1	Prospect #1	Prospect #1
Prospect #2	Prospect #2	Prospect #2	Prospect #2	Prospect #2
Prospect #3	Prospect #3	Prospect #3	Prospect #3	Prospect #3
Prospect #4	Prospect #4	Prospect #4	Prospect #4	Prospect #4
Prospect #5	Prospect #5	Prospect #5	Prospect #5	Prospect #5
Prospect #6	Prospect #6	Prospect #6	Prospect #6	Prospect #6
Prospect #7	Prospect #7	Prospect #7	Prospect #7	Prospect #7
Prospect #8	Prospect #8	Prospect #8	Prospect #8	Prospect #8
Prospect #9	Prospect #9	Prospect #9	Prospect #9	Prospect #9
Prospect #10	Prospect #10	Prospect #10	Prospect #10	Prospect #10

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Targeted Verticals

Start-Ups	Small-Cap	Mid-Cap	Established	National
Prospect #1	Prospect #1	Prospect #1	Prospect #1	Prospect #1
Prospect #2	Prospect #2	Prospect #2	Prospect #2	Prospect #2
Prospect #3	Prospect #3	Prospect #3	Prospect #3	Prospect #3
Prospect #4	Prospect #4	Prospect #4	Prospect #4	Prospect #4
Prospect #5	Prospect #5	Prospect #5	Prospect #5	Prospect #5
Prospect #6	Prospect #6	Prospect #6	Prospect #6	Prospect #6
Prospect #7	Prospect #7	Prospect #7	Prospect #7	Prospect #7
Prospect #8	Prospect #8	Prospect #8	Prospect #8	Prospect #8
Prospect #9	Prospect #9	Prospect #9	Prospect #9	Prospect #9
Prospect #10	Prospect #10	Prospect #10	Prospect #10	Prospect #10

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Action Plans and Timelines

Scheduled Tasks	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.
Sales Planning and Targeting												
Market Research and Segmentation												
Product Training												
Coaching and Mentoring												
Sponsorships												
Alliances/Co-Marketing												
Hosted Events												
Conferences												
Intermediary Events												
CE Events												
Affinity Events												
Articles and White Papers												
Public Relations and Advertising												
Traditional Sales/Marketing												
Non-Traditional Sales/Marketing												
Road Show/Town Halls												
Community Outreach												
Initiative 1 and 2												
Initiative 3 and 4												
Initiative 5 and 6												

CONTACT INFORMATION

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