

THE INVENTOR:

How Bill Levinson's Tech-Forward Products Sell Themselves and Are Changing the Industry



One of the biggest buzz words behind the scenes in the insurance industry is "differentiator." It's what carriers build their products around, what IMOs build their marketing around, how GAs design their support and incentives, and what agents are not just requesting, but *requiring* from all of the above.

It's what has Bill Levinson blurring the lines between carrier, marketing organization, and agency – but these "blurred lines" aren't themselves the differentiator of Levinson & Associates. Bill Levinson is literally *inventing* products that are unlike anything that's been done before in the life space. In this Q&A, Levinson discusses the Sell While You Sleep product line, the tech-forward, exclusive platform that supports it, and how it's not only growing businesses, but also reaching a new generation of consumers and agents.

Q: What is "Sell While You Sleep"?

A: It means exactly what it says. Basically, a client can go on the agent's website, run a quote, sign up online, get an approval and have their policy mailed to their doorstep or they can print their policy in real time without ever speaking to an agent. It was put together for agents to be able to sell and market insurance products through their website or social media pages or email blasting and literally sell while they sleep.

Q: How did you get started creating Sell While You Sleep products?

A: About five years ago, I was noticing what was happening in other parts of the insurance industry. People were buying auto policies or health insurance policies online. The public started getting comfortable and even preferring to go on a website or click on a link, run a quote and

just buy a policy right from the site without ever speaking to an agent.

So we created and tested our first Sell While You Sleep product a few years ago, and we saw a lot of action from the consumers. The response from agents was they loved the concept, they loved the product, they loved everything about it. The only downside was that all the agents were saying, "This is great, but we need more products on the platform."

Q: How are you answering agents' demand?

A: We're now partnering with multiple carriers and we've expanded the product line to more than ten products. Today, consumers can buy a critical illness policy, cancer policy, an accident plan, term insurance, term with return of premium, term with living benefits, final expense and universal life, all through the Sell While You Sleep platform with no agent involvement.

Q: How do agents get the word out and drive all these consumers to these online products?

A: That's the million-dollar question. The exclusive Sell While You Sleep platform includes a complete marketing platform, which includes social media integration – if an agent has no idea how to use Facebook, LinkedIn, Twitter, we help them get set up. We integrate SEO, train how to make online videos, write blogs and use them to drive traffic. We also have customized templates that agents can just add their name to for email blasts, and we have email lists available for lead capture. Also, there's a CRM tool that is mobile accessible and can be used to drip on the same list. These are just a few of the things in our complimentary turnkey marketing system.

Q: Are there more products on the way, and

if so, how do you decide what products to create next?

A: Yes, we are developing new products as we speak, like Level Lightning Term, which is coming out soon. We listen to what the consumers are looking for and what the agents want to feature.

Q: Are you meeting any resistance to the Sell While You Sleep method?

A: Why would I? If an agent wants to keep selling the way he or she always has, we still have all of our products available to sell face-to-face or over the phone. And I'm not expecting anyone to replace what's already working. But having a sales platform like this, running on auto-pilot, will eventually be a necessity.

I had a seasoned agent with a huge book of business seek Levinson & Associates out just because we have the Sell While You Sleep platform. He was facing a dilemma that many agents are facing – his clients were referring their children and grandchildren and he didn't know how to relate to them or how to sell to them. They kept asking if he had a website and how to get quotes online. That's when he said, "I need to change" and called Levinson & Associates.

Now he's got everything on auto-pilot. A website, social media, and he constantly drips on his email list. We made sure everything was up and running for him. And he still goes out with his rate book and yellow legal pad and old school methods, sitting with clients at their dinner table. Sell While You Sleep isn't replacing the way he maintains the relationships he already has. It's helping him build more. It's adding to his business, expanding his clientele and his income, and it's all happening while he sleeps. *



Ready to start selling in *your* sleep? See what Sell While You Sleep products are currently available and choose which ones you'd like to offer, plus which marketing tools you'd like to accompany them – all for FREE – at www.MySWYS.com.

Look for Levinson's upcoming feature in the November issue's Tech Guide.