



Closing an enterprise and SMBs for a US-based Broker Insurance Firm

Company
1706 Advisors

Industry
Insurance

Headquarters
Northfield, Illinois

Company Size
11–50

The Results

220
leads generated

\$130k
generated

3.2x
ROI achieved

In the 10+ months we worked together we produced 199 leads across the US for businesses between the size of 40–400.

With a 6-month + deal cycle, 1706 has won 5 opportunities with multiple pending to close with an ROI of over 3x from just those 5 deals.

One of the deals was with a 170-employee-sized firm. The last deal that went through us was the fastest-ever close for the firm a 2-week sales cycle.

They now have consistent opportunities each month and are building out their first outbound sales process with the help of Hypergen.

About 1706 Advisors

1706 Advisors is a third-generation business with the personal service of a family-owned company and the extensive resources of a large enterprise.

Stacy Lang Kahan founded the firm in 1994 as Lang Financial Group, to carry on the insurance tradition she learned from her father.

Today Stacy’s daughters – Cara D. Kahan, and Alana Lang Kahan are leading the company into the future, under the new 1706 Advisors name.

1706 Advisors’ Challenge

As they recently rebranded and started working with our sales enablement partners Set 2 Close, 1706 was looking to fill up their pipeline with more opportunities.

However, the market is extremely saturated and there are multiple broker insurance companies out there. Also, offering better pricing is often not a good enough nudge to make companies want to switch providers.

To make matters worse, companies renew their insurance only once a year.



“Hypergen has done a fantastic job building strong lists, copy, and executing our marketing initiatives to build our brand and business.”

Alana Kahan
President @1706 Advisors

Solutions

1

A/B testing different approaches to determine the highest-performing copy. We started with industry-specific copies (for example manufacturing and law firms). We also tried an approach where we offered “cheaper insurance”, as well as as targeting based on intent signals. Our highest performer currently is our short version of the copy (50–60 words), along with the top intent signal being new hires.

2

In the beginning, the focus was pitching companies to switch providers for their employee benefits package. We 2.5x our responses when we changed the offering to a “free benefits evaluation consultation”, where companies could jump on to see if they are paying above or below the industry average.

3

We expanded our reach to more states than just California, which helped us increase the lead rate by 20% (from every 1000 prospects contacted we now got 10 positive replies, instead of 8)

4

Our main audience is HRs, CFOs, Owners, CEOs, and Founders. The highest performers were Employee related titles (Employee Culture, Employee Benefits, etc).

5

Meeting with the team regularly weekly helping us track meeting rates and closing rates. As well as looking for ways to improve results.