

COLD CALLING

Paul M. Neuberger passionately teaches the art of Cold Calling to sales people from every industry at a 2019 in-person seminar.

Sales & Marketing during a Pandemic



Business in 2020 was disrupted in many aspects because of the pandemic. In-person meetings morph into virtual conferences out of necessity. Many on-site jobs stalled or were postponed. And some channels of revenue evaporated rather quickly.

Through it all, a positive to rise from the ashes of the pandemic is the resurrection of certain sales and marketing practices that many had considered dead as the Dodo bird.



Recently **Patty Johnson** (left) President and COO of **RSPR Marketing & Communications** joined **Paul M. Neuberger**, President of **The Starr Group** for a recording session of “**Beyond the**

Known”, The Starr Group’s podcast that takes listeners beyond what they know about business and business owners. Patty told us

that direct mail has made a resurgence in the wake of COVID-19. In-person sales calls have given way to the printed word. She tells us “customers have found new appreciation for direct mail and printed newsletters.”

When physical social distancing was required, virtual gathering emerged through the use of online tools like “GoToMeeting.com” and “Zoom.” The Starr Group sales staff was able to continue communicating in abundance with its customers and prospects via multiple webinars as well.

Virtual meetings and direct mail, however, are not the only avenues of sales and marketing. Some NARI members may know Paul M. Neuberger better as “The Cold Call Coach.” He’s taught the age-old sales technique of Cold Calling with renewed vigor to many companies in a variety of industries. It is this strategy with which Paul leads our own sales and marketing teams at The Starr Group.

Paul firmly believes that “people buy people first.” If they don’t like you, it doesn’t matter what product or service you’re selling, they’re not going to buy. If there’s no relationship, there’s no loyalty. Paul is available for live, customized presentations online and his recorded seminars are also available on DVD. You can learn more from the Cold Call Coach website: www.coldcallcoach.net

Business may have slowed with the pandemic, but all the strategies to market and stay in front of your customers and continue selling your products and services remain essential. The Starr Group is prepared to help you emerge from this temporary set back stronger than ever. 📈

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\$197,313