



INSURANCE LEADERSHIP PODCAST

Tools for success in the industry

Unleashing the Power of Distribution

Episode 39 Show Notes

This episode features a chat with industry veteran Tom Dimmer, Vice President Business Development with Renaissance Life and Health, with 37 years of experience. Tom shares his extensive knowledge of distribution, focusing on how to effectively get carriers, plans, and rates on various platforms and exchanges. The conversation spans a wide range of topics, from the intricacies of individual and group markets to the importance of adapting to different distribution channels.

Understanding and Adapting to Distribution Channels

Tom underscores the significance of comprehending and adapting to various distribution channels and platforms. He emphasizes that every platform is unique and demands a customized approach. Flexibility and keen listening are crucial to understanding each platform's specific needs and tailoring strategies accordingly. Tom highlights the need for different strategies when working with tech-savvy companies versus product-focused ones and underscores the importance of effective distribution in scaling business operations.

Leadership and Team Management in Implementation

Tom explores the internal challenges of aligning and motivating a team for upcoming projects, providing insights into Renaissance's project management approach. He points out that the internal sell can be more challenging than the external sell. He emphasizes the critical role of project officers in managing and executing new projects. Engaging senior leadership in the sales process is crucial, and maintaining team morale and momentum after setbacks requires effective strategies.

Future Trends in the Insurance Industry

Tom shares his enthusiasm about emerging trends in the insurance industry for 2024. He highlights the growth of senior products, the gig economy, and the increasing relevance of ICHRA platforms. He discusses Renaissance's plans to adapt and innovate in these areas, noting the expansion of senior products to include dental, vision, and hearing. He also discusses the importance of capitalizing on gig economy opportunities. Tom also emphasizes the need for continuous innovation to meet market demands, particularly in adapting products to meet the rising importance of ICHRA platforms.

Conclusion

Navigating through various distribution channels demands adaptability and customized strategies, particularly when engaging with technology-driven companies versus those centered on product offerings. Effective distribution serves as a cornerstone of expanding business operations. In terms of leadership and team dynamics, Renaissance emphasizes the role of project officers in project management. It's crucial to involve senior leadership and uphold team morale to overcome challenges effectively.

Looking ahead, Tom expresses enthusiasm for upcoming trends in the insurance sector for 2024. These trends include senior products, the gig economy, and the significance of ICHRA platforms. Whether you're a seasoned professional or a newcomer, this episode provides actionable insights and foresight into the evolving industry landscape.

What's Next

Make sure to catch next month's episode as we sit down with [Brendan McLoughlin](#), President of [e123](#). We'll explore the processes of launching upcoming products, key growth areas, and their efforts to stay ahead in technology and market trends, along with strategies for maintaining a strong company culture.

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