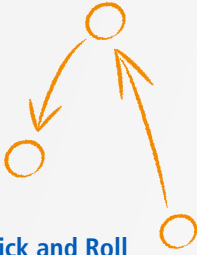


Basic plays in basketball correlate to some moves you can make in your agency to grow new business and score big!



Assist = Cross-sell

It all starts at the first point of contact! If a customer calls one of your teammates about an Auto policy and that teammate finds out that the customer has a motorcycle too, that's an "assist" for your agency and a great cross-sell opportunity.

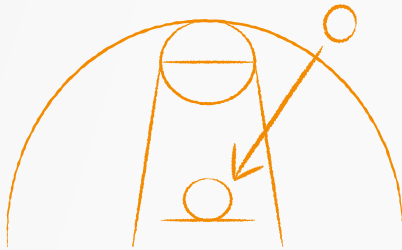
Pick and Roll

A customer may want to buy a policy from your agency, but not spend the money for the price you quoted. Without an effective maneuver, price alone may turn your customer away. Instead, set a "pick" against price by showing them the value of a Foremost policy, you score! That customer will give you solid answers and you may have just made another sale. It's all in how you frame the value of the policy.



Three-pointer

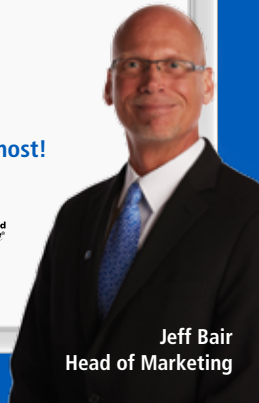
One of the easiest ways to score is by giving your customer choices. You can look to our Marine Choice program which provides a trifecta of coverage options that work for most boaters. Ask your customer where they take their boat, how often it's in the water, and what type of activities they engage in. Help them choose from Saver, Plus or Elite to get the right combination of coverages. It's like scoring that game-winning three-pointer.



Log on to ForemostSTAR.com today and win big with Foremost!



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