

UNCULTIVATED FIELDS FOR LIFE INSURANCE.

(A. G. Ramsay, Canada Life, before C. L. U. A.)

If "uncultivated" under this heading means poorly cultivated, there are many such fields in Canada today. There is no discouragement to be found in this, because it means that in spite of the marvelous development of our business, great opportunities are still left for us.

EXISTING POLICYHOLDERS.

Now for a few of the places where there is lack of development. Our policyholders are neglected, and I do not think there is anyone here who will not admit it. The organization which has been most successful in securing "repeat" orders from its customers, reports that in 1914, of 43,000 persons insured, nearly 12,000 were already policyholders, representing 38 per cent. of the business for the year. What organisation represented here can boast of such a result?

One agent said to me, "What do you care who buys the business, so long as you get it?" Speaking from my own and the experience of others, I say without fear of contradiction that, given the same amount of effort, the agent who increases his percentage of business from old policyholders increases his total production.

WHEN TO CULTIVATE THEM.

How can we improve this situation? In many organisations, on the first of every month, each agent is confronted with the names (and necessary data) of those of his policyholders whose ages will change that month. The moral effect of this system on you and me is good. We have, roughly, one-twelfth of our customers crying for attention, instead of a bookful, for haphazard consideration. Each of these men is already a convert. You know more about him than any other class of prospect, and you are calling at a moment when he must act or lose the rate available.

HOW BUSINESS WAS SECURED.

A manager of my acquaintance handed an agent some Age Change cards and asked him to report on them. The agent rather sniffed at two of these cards which represented men in their sixties. On the theory that any policyholder is worth calling on once a year, unless there are specific reasons to the contrary, and as an object lesson to the agent, this manager sought out these two policyholders. Both, he found, had been neglected for years, and were quite pleased to be remembered. One bought a \$5,000 Ten Pay Thirty Year Endowment for his grandson and the other gave some names of young fellows in the same office, one of whom promptly bought a policy.

Many organisations nowadays have adopted a reciprocal collection of premium plan, whereby premiums are collected by the agent in whose locality the policyholder resides. In this way thousands of policyholders who have moved out of touch with the original agent are kept in the fold, to the mutual benefit of all concerned. Give me the name of a policyholder who has moved a stranger to my town, and you give me the best prospect of all.

BUSINESS INSURANCE.

Undoubtedly, the field offering the greatest opportunity for cultivation is "Business Insurance," because

here we have a chance for the first time in the history of life insurance to appeal to the selfish motive, as does the fire insurance agent. (By the way, in order to take full advantage of this fact, in soliciting two partners—Jones and Smith—always talk to Jones about the protection involved in the insurance on Smith and *vice versa*.)

I recently called on a merchant in a small town. Our local agent timidly suggested a \$2,000 policy on the life of the enterprising young son to whom we were introduced. This the father bought with the idea of handing it over to the boy next year as a present. A little casual conversation revealed the fact that he had three sons working with him, who he admitted were much more valuable to the business than any other employees he could get. This merchant actually had never been informed that a father, let alone a firm, was entitled to have life insurance protection against the death of an employee. In a few days the life insurance fraternity of that small town will be discussing "the big deal put through" without realizing perhaps that there is another round the corner awaiting some careful and intelligent thought.

TERM INSURANCE.

There aren't two or more men in business together, no matter what the scale, who don't require insurance protection on the life of each other, whether the amount be \$1,000 or \$100,000. If you admit this, need we dwell on the opportunity involved? We have merely to look at a city or county directory. In this connection, may I touch for a moment on term insurance?

Nearly every firm can finance their business insurance on the permanent life plan, and many can finance it on the endowment plan, with its sinking fund advantage. Yet what do we find? Far too frequently, some agent, in a moment of weakness, does the firm the injustice of suggesting term insurance, with its misleading appearance of cheapness, at the same time doing himself or his competitor out of a legitimate compensation for the work involved. Gentlemen, let us stiffen up our backbones here and sell a machine that will stand hard wear.

EXPLOSION INSURANCE.

Now that American manufacturers are actively engaged in the manufacture of supplies and munitions of war destined for some of the nations of Europe, there has been created a hazard of explosion, caused by outsiders, possibly sympathizers with one or the other of the combatants. A great many manufacturing plants have turned over at least a part of their establishments to the making of war munitions or supplies, and to insure the owners of such plants against losses caused by explosions, such as bombs or infernal machines, the Hartford Fire Insurance Company has placed on the market an explosion policy which covers against loss from explosion from any cause, except bursting boilers and flywheels.

The policy does not cover loss by fire in any event. There are two forms, one covering direct loss from explosion, the other covering use and occupancy losses caused by explosion. This policy will not be written, however, to insure plants making munitions of war that are of an explosive nature, such as powder mills and shell-loading factories.—*Insurance Press*.