

Mineral™

The Digital Advisor

How brokers can be champions in offering solutions and advising clients.



Your insureds want two main things to help solve their problems: digital solutions and personal, consultative guidance.

But it takes a lot of effort to filter, select, and understand tools in the market— taking valuable time away from brokers who want to be consultative.

For over a decade, Mineral has partnered with brokers to offer digital solutions and human resources guidance to growing businesses across the U.S. We'd like to share our collective knowledge to help brokers like you make work easier and serve clients better.



62%

of employers say that product options play the biggest role in their decision when considering a new service provider.¹



55%

of insurance consumers believe digital tools provide them faster access to information.²



88%

of insurance consumers still value being able to speak with an agent when they need one.³

Evaluate Digital Solutions Efficiently

To be a digital advisor, you first need to find the right digital tools using the right framework. This will help you single out only those tools that can solve your clients' problems. Because that's what clients want.

TRS Framework

After years in the brokerage space, we've found success in reframing how we talk about solutions. Here's a framework that we have found useful to filter through digital tools:



A tool, by itself, is essentially useless if not connected to the right user.

At Mineral, we have an HR and compliance platform that doesn't help anyone if not used.

And to be sure, resources can be useful.

When in the hands of someone who does HR at their company, Mineral's Platform becomes a resource that has the potential to be useful to them.

But we've found that even a resource isn't enough.

To be most valuable, a resource needs to solve a client or prospect's problem or pain point. When that happens we see insureds find tremendous value in the Mineral Platform as well as the broker providing it.

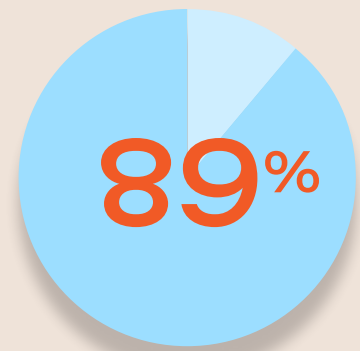
Solving Problems is What a True Solution Does.

How to Use the Framework

Offering real solutions to clients and prospects creates deeper conversations because it focuses on what they need. No matter your objective—growing your business, retention, or differentiation—deeper conversations are the catalyst.

Here's how to incorporate the framework into everyday client conversations:

1. Take a step back and evaluate whether you're offering solutions or just tools.
 - "Do I really have solutions here, or am I still just talking about tools and resources?"
 - "What problem does this tool actually solve for?"
 - "Which group of clients have this problem?"
2. Apply them to different parts of your business. Engage in conversations with clients and prospects.



of Mineral Experts say clients get most excited about the Mineral Platform when they get their problems solved.



New Business

Shine a light on incumbents.

"We know most brokers offer plenty of tools – but do you feel your current broker is offering solutions? Can we talk about that?"



Client Retention

Have an open and honest conversation with your clients.

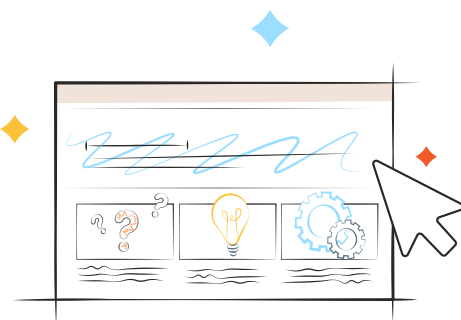
"I feel like we've given you a lot of tools – I'm NOT sure we're delivering the solutions we could be. Can we talk about that?"



Differentiation

Make solving problems part of your brand.

"We understand your RFP process, but our partnerships are based on solving problems together vs. a list of tools, features, services."



If you need help in finding out what your clients' problems are (and how to make real solutions), check out our eBook, [Cutting Through the Noise](#).

Brush Up Your Advisor Skills

As a broker, having the right solution, whether it's for you or your clients, will make your job easier. When work is easier, you have more space to be the advisor your clients need and want.

When asked, our Mineral Experts provided four tips for anyone in a consultative role:

1. Lead with Empathy

"Meet people at their level."



Understand where people are coming from and what they're thinking about. This not only helps draw out problems or pain points with clients, but it also helps people feel heard and supported.

2. Listen Deliberately

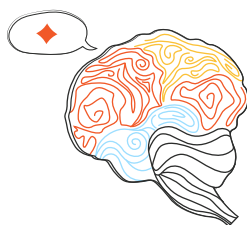
"Just be a joy to talk to."



Most people need a little help opening up. Ask questions, and then follow up questions based on their responses, to get clients to talk. This puts you in a great place to listen.

3. Have knowledge

"Clients don't know what they don't know."



Be confident in the knowledge you already have. When you speak to clients from experience and knowledge, you establish credibility. And credibility makes your conversations memorable.

4. Be resourceful

"Provide resources so clients don't have to go on a treasure hunt."



A single conversation is rarely going to get clients going. Create a bank of resources, whether it's a blog post or a third-party guide, and follow up with clients or prospects you've spoken to.

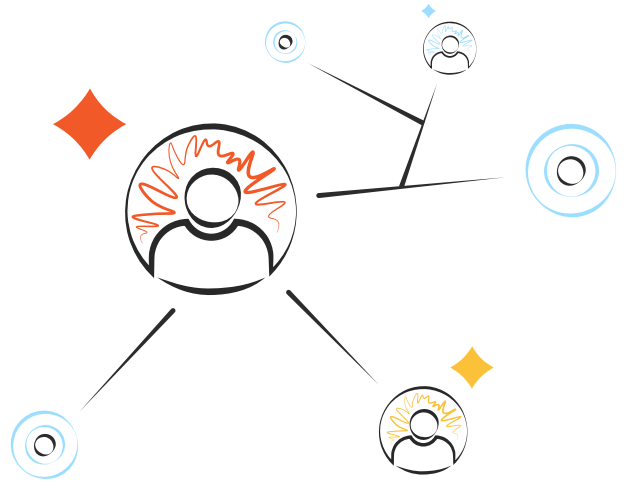
In 2021 alone, Mineral Experts answered over 175,000 questions from clients who needed help with HR and compliance issues, including harassment and discrimination, health and safety, and disciplining employees.

Conclusion

In today's digital age people are looking for trustworthy, personal connections in addition to tools to make their jobs easier. Brokers are in a unique position to offer both, especially when you aim to solve real problems.

Learn more about how partnering with Mineral can help solve your clients' problems and elevate your business.

[Visit Partner Page](#)





About

Mineral is the HR and compliance leader for growing businesses. Through a combination of data, technology and human expertise, our proactive solutions take the guesswork out of HR and compliance, giving clients peace of mind. To learn more visit trustmineral.com.

Sources

¹ Mineral and BenefitsPro survey of 428 clients of Mineral, November 2021.

² Crossan, B. (July 13, 2021). "Consumers increase digital adoption while still valuing agent relationship." Nationwide [Agentblog]. Found at <https://agentblog.nationwide.com/market-trends/emerging-trends/consumers-increase-digital-adoption/>.

³ Id.