



Small Business

Warm Leads Sales Team

Expand your agency's revenue potential

Work more efficiently by letting our dedicated experts pursue new business leads on your behalf. With the Warm Leads Sales Team from CNA, it's easier than ever to grow your book of small business.

We close the sale. You earn the commission.

We contact the small business prospects you provide, then with a deep CNA product knowledge and consultative sales approach, our Warm Leads Sales Team identifies the right solutions to meet their insurance needs. New business is written and placed in our Small Business Service Center, where our licensed Client Specialists provide service and support throughout the term and help facilitate renewals, freeing up additional time for your producers to do what they do best.

With a dedicated team of professionals, licensed in all 50 states, the Warm Leads Sales Team can help you:

- Generate new and renewal commission revenue, at no incremental operating costs to your agency.
- Find more time for your producers to focus on larger commercial prospects.
- Maximize the capacity of your small business unit without additional or temporary resources.

- Capitalize on property and casualty cross-sell opportunities within your agency for current personal lines, life insurance, benefits and financial services customers who may also be small business owners.
- Implement small business affinity marketing initiatives to assist everyone from rookie agents to your most established veterans.
- Minimize your Errors & Omissions exposure.

Put the experience and financial strength of CNA behind your business.

For more than 120 years, CNA has provided a broad array of coverages for businesses of all types and sizes. With exceptional Risk Control and Claim services, an "A" rating by A.M. Best, and an unwavering commitment to the independent agent system, we're dedicated to finding new ways to help your agency grow.

For more information, contact your sales specialist or call 866-891-7247.