

OS DESAFIOS DA DISTRIBUIÇÃO DO SEGURO DE PESSO

ANO QUE VEM VOU CONTRATAR A MENINA DO VIDA!





QUEREM ATUAR NESSE MAR REVOLTO?





O QUE
VOCÊ
ESTÁ
BUSCAN
DO
PARA O
SEU



A DIFICULDADE NA CRIAÇÃO DE UMA CULTURA DE EDUCAÇÃO

BUSCA PELOS TERMOS SEGURO DE VIDA E EDUCAÇÃO FINANCEIRA EM 2021, 2022 E 2023:

● SEGURO DE VIDA
Termo de pesquisa

● Educação financeira
Termo de pesquisa

+ Adicionar comparação

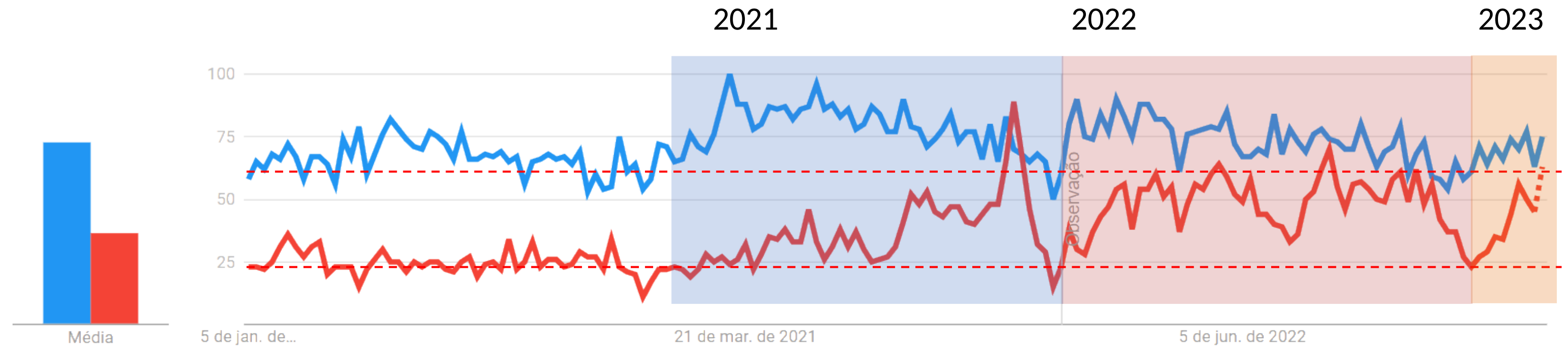
Brasil ▼

01/01/2020 – 06/03/2023 ▼

Todas as categorias ▼

Pesquisa na Web ▼

Interesse ao longo do tempo ⓘ



FONTE: GOOGLE TRENDS, 2023.

Insurance Policy

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities. It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to it's objectives. Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc.

ing the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing should be innovative. It should have the details on how your sales are followed up and the activities you doing to develop your offers. ing is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy allows to have a major advantage in gaining a large increase in your market competitions. Your brand tells your costumers what they can have or from the products and services you offer. Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality or a low-cost, high-value products? It's impossible to be both. You should consider on thinking what your costumers need you to be. Your is them main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertising, visual communication and distribution channels are parts of brand strategy.

ategy of branding you have should be consistent, because it leads to a strong brand equity. Branding is defined as the process of coming up with a unique name or design for a certain product. The strategy of branding you have should be consistent, because it leads to a strong brand equity. The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities. It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to it's objectives. Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc.

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erment should be measured regularly and assessed in order for you to know what's beneficial and what is not. This will help you set messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy. al communication and distribution channels are parts of brand strategy.

Signature 1

Signature 2

O SEGURO É IMPOSTO!



SEGURO DE

NÃO QUERO OUVIR FALAR NISSO!



PROSPECÇÃO CONSULTIVA



INVISTA SUA ENERGIA NAQUILO QUE LHE TRAZ

O **SEGURO DE PESSOAS** CRESCEU, EM
2022,

15,0% EM
TODO O
BRASIL.

FONTE: SÍNTESE MENSAL – SUSEP – DEZEMBRO/2022

SEGURO DE

RENDA:

Solução de

Proteção e

Segurança

Financeira

para seus

Clientes



MOTOR DA ECONOMIA

Pequenos negócios aceleram emprego e PIB do Brasil

PEQUENAS EMPRESAS REPRESENTAM

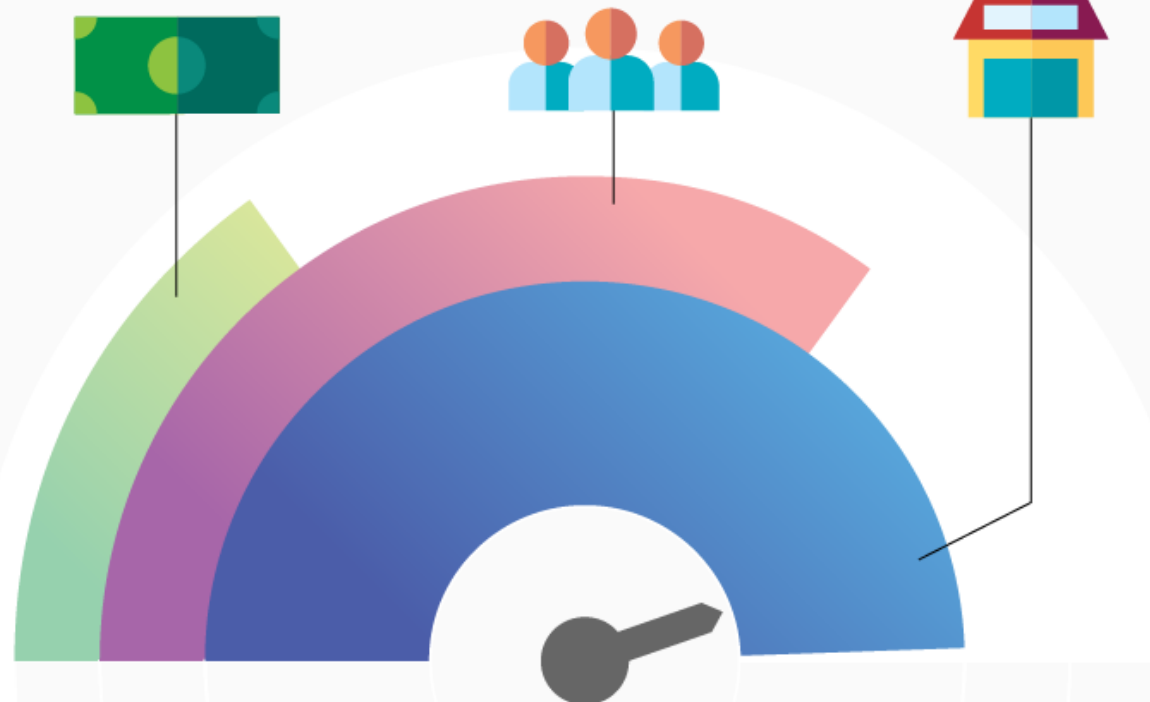
30%
do PIB
do país



72%
dos empregos
criados no 1º sem. de 2022



99%
de todas as empresas
do Brasil



Total de pequenos negócios no Brasil

18,5 milhões



11,5 milhões
MEI

(Receita bruta anual de até R\$ 81 mil)

6 milhões
ME

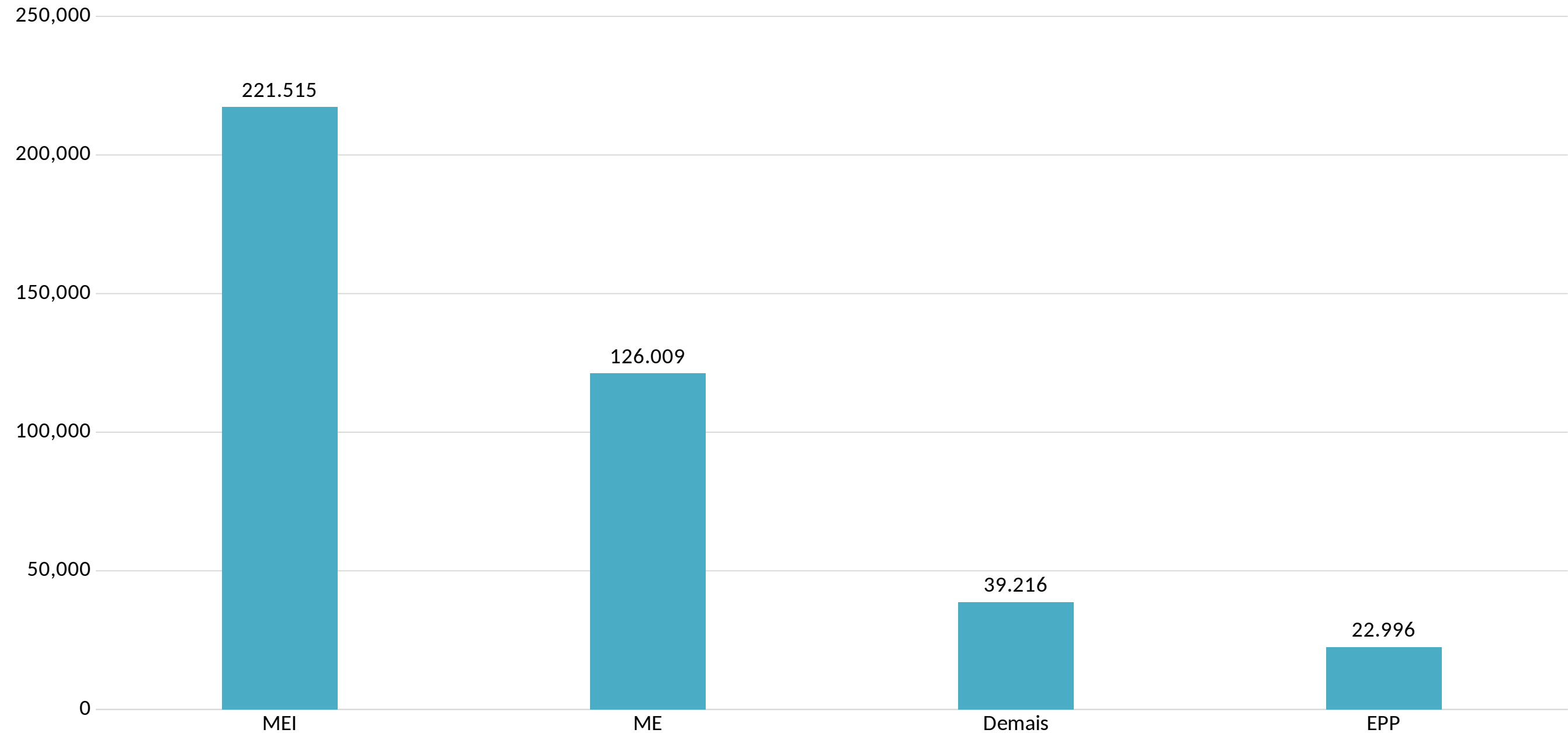
(Receita bruta anual de até R\$ 360 mil, exceto os MEI)

1 milhão
EPP

(Receita bruta anual de R\$ 360 mil a R\$ 4,8 milhões)

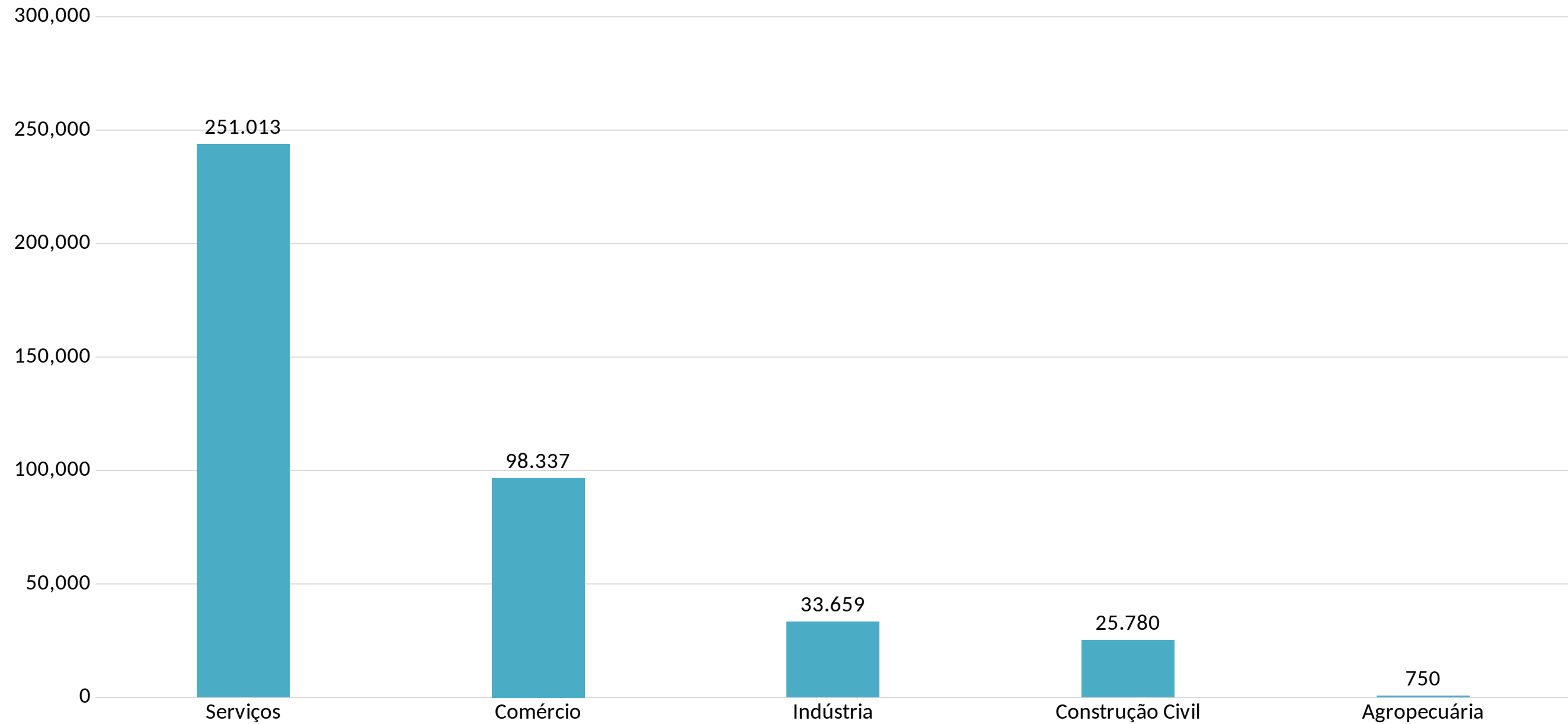
FONTE: SEBRAE, 10/2022.

PORTE EMPRESAS BELO HORIZONTE – MG



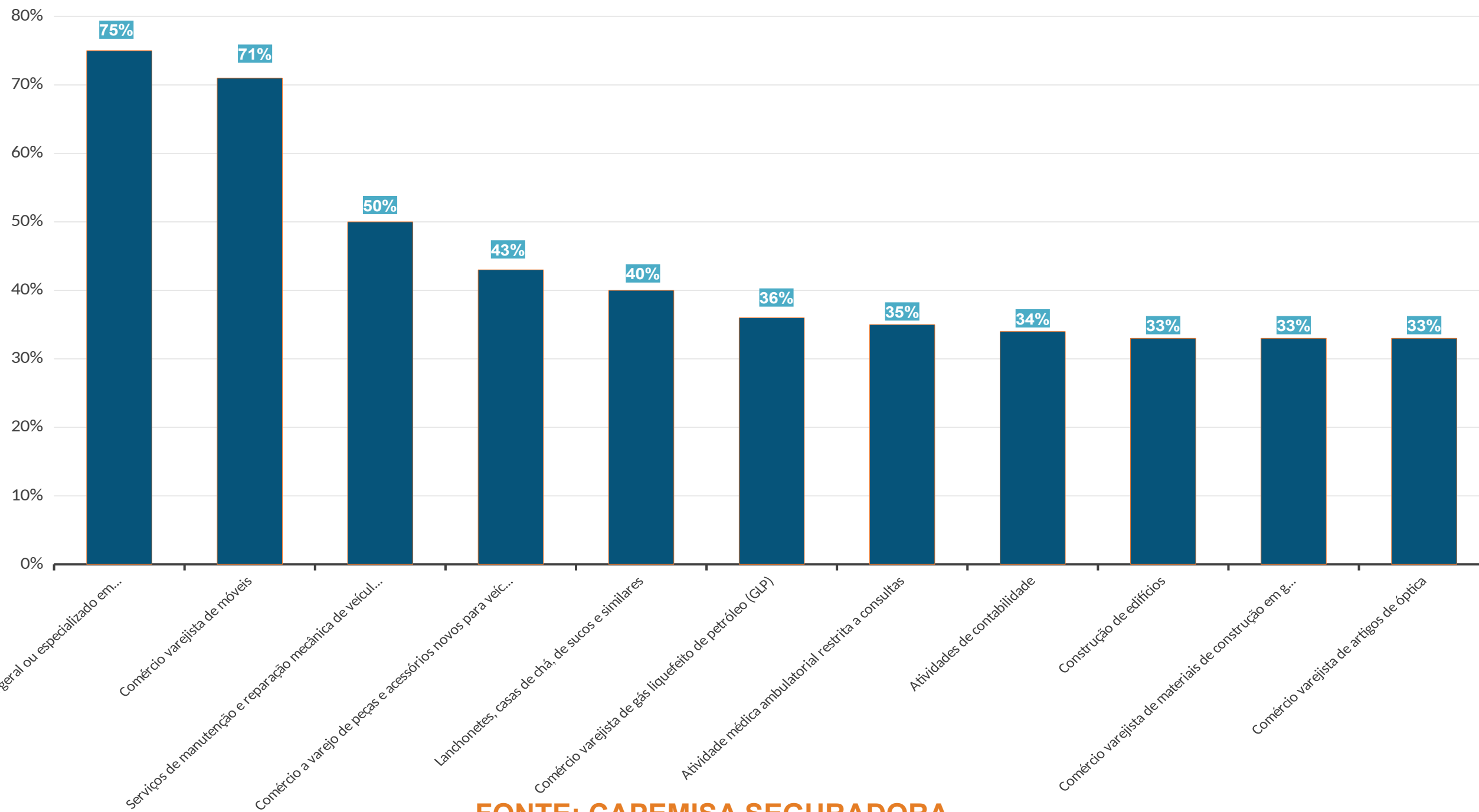
FONTE: DATASEBRAE, 2023.

EMPRESA POR SETOR | BELO HORIZONTE – MG



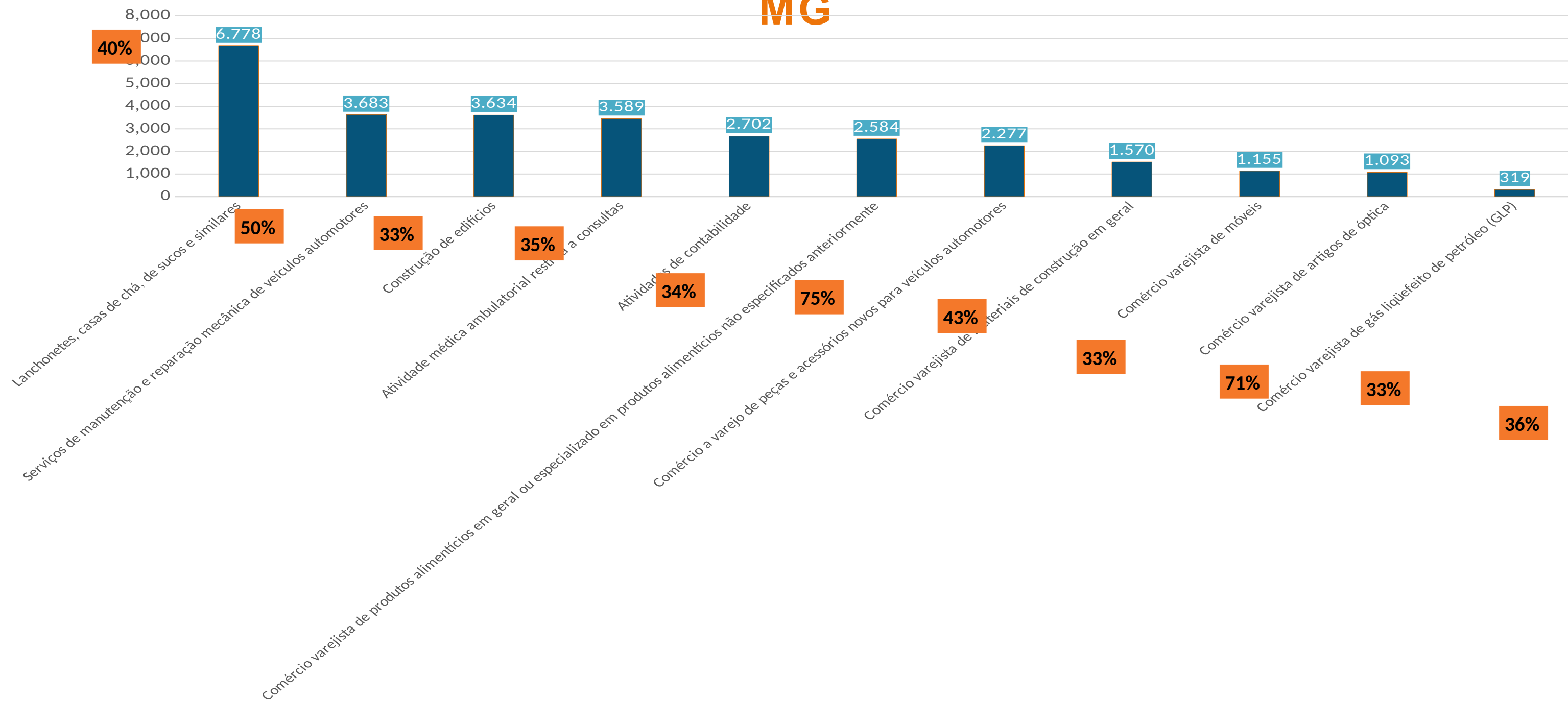
FONTE: DATASEBRAE, 2023.

Na CAPEMISA, de acordo com os CNAEs (Classificação Nacional de Atividades Econômicas) apresentados, os maiores índices de conversão são das PMEs.



FONTE: CAPEMISA SEGURADORA.

QUANTIDADE DE EMPRESA POR CNAES | BELO HORIZONTE – MG



FONTE: DATASEBRAE, 2023.



Oceano
Azul

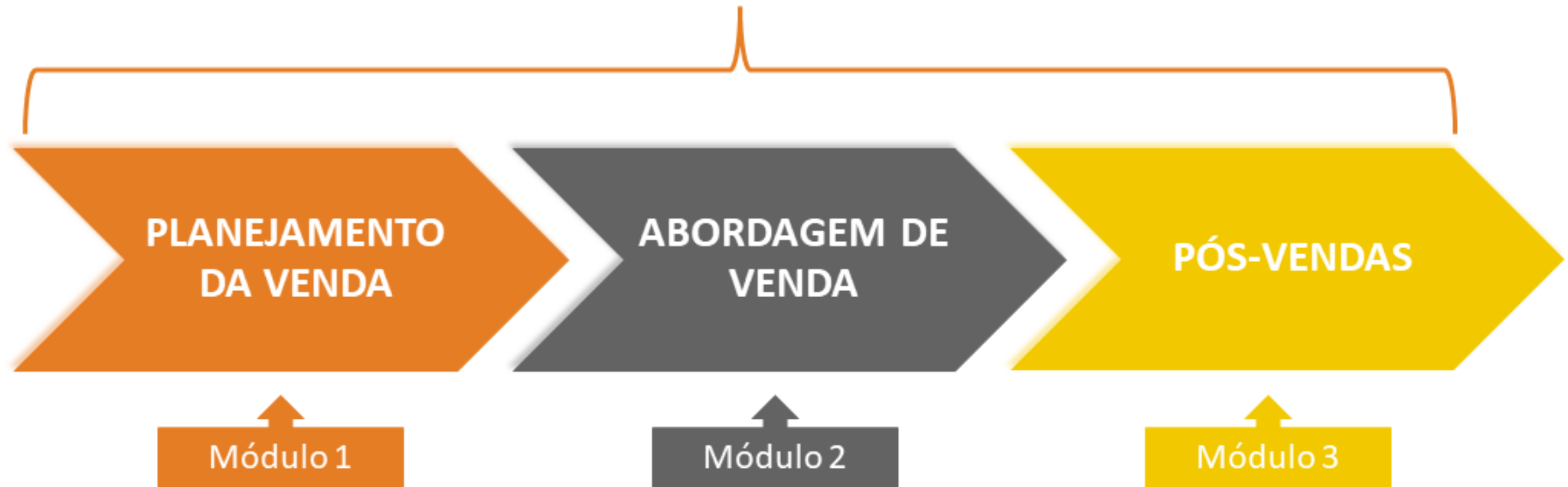
 **CAPEMISA**
SEGURADORA



MAS COMO PESCAR NESSE OCEANO AZUL?



PROCESSO DE VENDAS CAPEMISA



UM PROCESSO DE VENDA CONSULTIVA ESTRUTURADO

CONHEÇA O PROCESSO DE VENDAS CAPEMISA

Escaneie a imagem abaixo com a câmera do seu celular ou





OBRIGADO!



especialista **PME**

capemisa.com.br  /company/capemisa_seguradora

 /  @capemisaseguradora

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0800 723 3030 (Demais localidades)