



# Joint Selling with Your TPA - Seven Questions for Success

Leverage your TPA partnerships to identify and land new business

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As self-insured programs become more data-driven, comprehensive, and targeted for specific customer needs, consultants must become instant experts on very complex topics to attract new business and close sales. So, how can always-busy consultants build book?

*Easy. Bring in experts - the third-party administrators (TPAs) who help you build these programs for your clients.*

Many TPAs co-host joint events like dinners and lunch-and-learns. The best relationships go farther, building on unique offerings and programs that lift benefits programs out of the commodity realm and into something truly compelling for your prospects. Use their expertise and sales experience to open doors and make today's complex self-insured sales cycles much more understandable for both you and your customers.



**How can you know if a TPA is going to be a successful sales partner? Look for the right answers to these seven questions:**

**How will a TPA help identify prospective sales opportunities?**

A good TPA will help support prospects you identify. A great TPA will help identify new prospects, too.

**What is your experience with my sales methodology - or consultative selling in general?**

Look for a TPA who not only appreciates the way you sell, but has real-world experience supporting that model.





**What programs and events are you willing to host with me - and how will we pay for them?** There's nothing wrong with your basic luncheon or dinner program. But the right partner will go beyond the basics with clear, compelling offerings, significant savings, and smart, strategic perspectives. And, no - you shouldn't have to foot all the bill for their support.

**Will this be an exclusive relationship - and what benefits can we give each other based on volume?** Every TPA works with multiple consultants - but you should look for assurance that you won't be pitted against any of their other partners. Likewise, they should receive tangible benefits for the successes you generate together.



**What back-end products do you have that will differentiate me from the competition?**

The right TPA partner should be able to offer enhanced products that you and your clients can't easily get anywhere else. The volume you generate together makes these programs possible.

**Are you willing to support my sales efforts under my organization's banner?**

The correct answer here is, "Yes." The right TPA should be proud to visibly partner with you.

**How will you help support my clients after the sale?**

Seek out a TPA whose business model includes proven, measurable ways to support your clients and their employees, once they become self-insured plan members.





There's a smarter way to increase sales in an increasingly competitive, complicated self-insured marketplace. Marpai Health demonstrates it every day, working with consultants like you to generate long-term successful sales relationships with our partners.

To learn more email us at  
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