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Colonial Life Insurance Company

Dick Batchelor and his firm's business development capability have afforded my organization the opportunity to grow at a level previously unattainable. It's through his ability to connect dots and put people together with similar interests that have made this achievable

- Steve Vermette, Regional Public Sector Manager, Colonial Life

Colonial Life Insurance Company is a billion-dollar enterprise that works with employers to provide supplemental insurance coverage to their employees, including optional insurance policies such as cancer, short-term disability and medical bridge insurance. I was brought in because they wanted to increase their focus on state agencies in Florida. Even though Colonial has been writing insurance policies in Florida for about 50 years, there were a number of state agencies with whom they were not doing business. Importantly, Colonial had new products to offer state employees on a “pre-tax” and “post-tax” basis.

Our goal was to set up meetings with decision-makers in every state agency to introduce the new optional products that could be offered to their employees. Working in Tallahassee, I was able to secure meetings with the right decision-makers to get the job done. Their products are now available to virtually every state agency and state employee.

This illustrates an important point. In working with state and local governments, it's really not about governmental relations or governmental affairs; it's about business development. I'm representing a client who wants to present their services to the government agencies.

In a similar fashion, I also represent Colonial in the private sector. There, we identify companies where we believe these supplemental policies would be most beneficial to their employees. Working with the client, we then introduce representatives from Colonial Life to those private sector corporations, facilitating meetings with key decision-makers for Colonial to make presentations.

For example, Quest Inc. was deemed an important strategic target by Colonial. I was able to secure a meeting and presentation for Colonial Life, as a consequence of a personal relationship I have with Quest's vice president. They signed up with Colonial Life and their products are now offered to more than 600 Quest employees – a major win for our client and for us.

– Dick Batchelor

Dick J. Batchelor, Michael J. Murphy, and Dustin A. Watkins prepared this case. DBMG cases are developed solely as the basis for marketing. Cases are not intended to serve as endorsements, sources of primary data, or illustrations of effective or ineffective management.

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