

Unique Go-to-Market Initiative

Contributed by Carl Dombek

- Establish a Mall Presence
- Appointment Getter
- Become the Competition

Several representatives of GE Financial took to heart the admonition to "think outside the box." The result was spending more time in the box. Not that it's a bad thing. The "box" in which these reps are spending time is actually

"Obviously, it's not likely that many people will be willing to discuss the private details of their financial or insurance needs in a public setting like this," admits regional sales manager Richard Katz, "but talking to an insurance agent or financial representative in a neutral setting like the mall is a great way to find out if you're on the same wavelength and whether you'd like to talk with that person in more detail."

In addition, putting a kiosk — and the recognizable GE logo — in such a familiar setting helps make people more aware of



Insurance agent Barbara Mannaville "mans" the kiosk at Polaris FashionPlace mall in Columbus, Ohio.


a kiosk located at the Polaris Fashion Place mall in Columbus, Ohio.

"It's a little unusual for our industry," admits Dennis Dice, a regional sales manager for GE Financial, "but it's a logical step: go where the people are."

So far, it seems to be working...so well that GE Financial is now considering expanding the concept to other malls across the country. During the first weekend, hundreds of people stopped to look, to talk, or to pick up literature. More than 40 people have expressed interest in setting appointments for more personalized conversations.

important products like insurance and investments, and helps them understand that they should certainly have as important a place in their lives as shoes, clothing, and home furnishings.

Though not a "pilot program" in the official sense, the people who dreamed this up have no doubt that their colleagues — and perhaps even competitors — will follow suit.

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Truth, like gold, is to be obtained not by its growth, but by washing away from it all that is not gold.

Leo Tolstoy (1828-1910)