By now, most Allstate agents have heard of The Kindness Revolution™. If not, we are a national non-profit initiative with a mission to raise the awareness of values, such as kindness, in leadership, customer service, schools, and communities. For the past few months, we have had the pleasure of collaborating with a number of NAPAA member agents to expand their presence in their local markets.

In the last issue of Exclusive focus, one agency described its positive experience with The Kindness Revolution™ and shortly after publication we were inundated with requests to learn more about our program. Naturally, we are pleased by the number of agents who have embraced our philosophy. It says a lot about the character of Allstate agents who, in spite of all the adversity they face in their agencies, still have a burning desire to help others.

One of our programs involves surveying consumers regarding their buying habits. The results of this ongoing “Kindness Survey” reflect that 98.7% of consumers consider values – such as kindness – either “very” or “extremely” important in their loyalty towards the service providers they do business with. In other words, consumers prefer doing business with companies that cherish the same values they do.

Take a look around and see for yourself. Notice the number of companies that emphasize minority ownership. Others put emphasis on cultural or religious preferences. Some emphasize their Better Business Bureau affiliation or a particular association they are part of. One popular value association today is “going green.” There are some for-profit companies that make donations to charitable non-profits for customers who buy their products of services. Others weave into their advertising that they are pet lovers or have a particular political leaning. The objective is to draw “like-minded” consumers to their company.

This emphasis on values is commonly called “cause marketing” and has become a popular form of brand awareness. In many cases, these endeavors are very successful. American Express is somewhat credited with originating cause-related marketing years ago with its initiative to donate to the Statue of Liberty renovation efforts. Their revenue increased 40% because of the campaign.

Sometimes, however, results can be polarizing. Last summer, for example, a well-known fast food chain created such a buzz over its social beliefs that the controversy resulted in the biggest one-day sales record in its history, while at the same time, the company suffered what might have been the largest immediate customer loss in its history.

In any case, the key to “cause marketing” is to separate your company from your competition. This is where The Kindness Revolution™ comes in. By displaying your support for values, such as kindness, you are stating a non-controversial belief to your clients and prospects. Again, our surveys and experiences show this can be a huge differentiator.

You can try a similar experiment yourself. Have one of your staff go to a festival, ball game, busy shopping mall, or wherever people are. Have them take some printed material about auto insurance and engage strangers about their insurance needs. Then have another staff member take some printed material regarding anti-bullying and engage strangers about how to help stop bullying in schools. Compare the results; they will be significant. MANY more consumers will stop and become engaged in a conversation about bullying than they will over insurance. We call this “leading with kindness” – and it works!

Imagine the impact of contacting a company in your city, offering to drop off a poster on customer service for their break room, or an anti-bullying poster to your local school, church, or synagogue. How about a “be kind to animals” poster for your local veterinarian? The key is having a reason to engage the business or consumer with something OTHER than your business. Using this technique will get you in the door and let them know that you care about the same issues they care about.

This is the key to cause-marketing… having a cause that supports your marketing efforts. And what better cause is there than kindness? Ed Horrell is the founder of The Kindness Revolution™ as well as the author of the best-selling book of the same name. For more information, visit www.thekindnessrevolution.net or send e-mail to allstate@thekindnessrevolution.net.
Our goal is to start a Revolution of Kindness in every community. To do that, we need a local face to be our Community Champion.

Watch your sales skyrocket when you become the first and only agent in your community to represent the movement that will make people smile every time they think of you!

The Kindness Revolution™
Simple, Powerful, Affordable and Effective

For one Allstate agency’s experience, read the accompanying article titled "Kindness is Contagious"

For more information email us at: allstate@thekindnessrevolution.net
Or call Dave Daily at 404.384.6060