Nicole Bauer

ACQUISITION SPECIALIST

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Summary

Acquisition Specialist with 5 years in insurance sales, focused on winning new households for a multi-line agency. Builds lead generation through referrals, realtor partners and outbound calls, writing 70+ new policies a month and $620K in new premium last year. Licensed in Nebraska for Property and Casualty and Life and Health.

Skills

- **Sales**
- **Lead Generation**
- **Prospecting**
- **Auto Insurance**
- **Homeowners Insurance**
- **Life Insurance**
- **Cross-Selling**
- **Needs-Based Selling**
- **Salesforce**
- **Communication Skills**

Experience

Acquisition Specialist

04/2023 - Present

Prairie Shield Insurance Agency

Omaha, NE

Multi-line agency focused on new household growth in the Omaha metro.

- Write **70+** new auto, home and life policies a month, finishing 2025 at 124% of the new-premium goal.
- Grow lead generation with 14 realtor and auto dealer partners who send about 60 referrals a month.
- Prospect 80 outbound leads a day in Salesforce with a 5-touch follow-up cadence, lifting contact rates to 38%.
- Convert 31% of quoted households by using needs-based selling instead of leading with price.

Insurance Sales Representative

08/2021 - 03/2023

Midlands Direct Auto Insurance

Lincoln, NE

Direct auto and renters insurance seller with a 70-person sales center.

- Sold auto and renters policies to inbound callers, averaging 85 policies a month in the second year.
- Ranked in the top 10% of 70 representatives for 6 straight quarters.
- Added cross-selling of term life after earning the Life and Health license, writing 150 life policies in 18 months.

Education

Bachelor of Science

05/2021

University of Nebraska-Lincoln

Lincoln, NE

Business Administration

Certificates

Property and Casualty Producer License

07/2021

Nebraska Department of Insurance

Life and Health Producer License

09/2021

Nebraska Department of Insurance