

Whitfield/Pickering Agency - Colonial Life Nov 2016 – Ethics and Integrity Winner



- **Winner Sept 2016:**

TORCH AWARD FOR ETHICS GIVEN TO WHITFIELD BENEFIT SOLUTIONS IN ALASKA

The 2016 Torch Awards for Ethics recipients were chosen for meeting BBB's Standards of Trust and for their dedication to honoring their employees, clients and the community.

Whitfield Benefit Solutions is located in Anchorage and has 10 employees. It is owned by Pamela Whitfield. **The company has received high praise from its customers, community partners and vendors.**

"We had 100 percent growth in 2015 and it really is due to doing the right thing for our clients and being respectful and professional in the marketplace," Whitfield said. "I'm just thrilled to get this award.

- **Sept 22nd, Daily Journal of Commerce Article on winning BBB Award:**

Working only through businesses and brokers, Whitfield Benefits Solutions adheres to a high standard of ethics across the board, the main reason the company was recognized by the BBB. Sales reps are required to present options only in informational ways, for example, and never misrepresent what is being offered.

After all, the local marketplace does not appreciate pushy salespeople, overselling and heavy sales tactics, Whitfield said. "For Alaska it has to be simple, personal, and modern," she said.

With the fourth quarter approaching, Whitfield Benefits Solutions is gearing up for its busy season, when 50 percent of business takes place. Whitfield is very encouraged going in to 2017, as her agency is talking with significant large public and private sector clients, continuing to build on tech solutions for enrollment options, all while recruiting top talent and getting more involved in the community.

"We really enjoy what we do and feel blessed to make a difference in people's lives," she said. "And it doesn't hurt to live in such a gorgeous place."

- **BenefitsPro Magazine: Integrity still matters-** Nov 01, 2016 | By [Marty Traynor](#)

A recent email sent to me by a broker/advisor illustrates the value of integrity in action. Pamela Whitfield was prompted by a previous column to share her story with me. She moved from Washington state to Anchorage, Alaska, and has built a very successful voluntary practice in a short period of time (last year increasing voluntary sales to over \$2 million). Pamela attributes her success to "doing the right thing day in and day out."

The very first account she enrolled had a poor experience with another company, including heavy-handed overselling of employees. One individual was paying \$578 a month for voluntary coverage, including some coverage that duplicated employer-paid benefits. She "unsold" unnecessary voluntary plans as appropriate, taking the ethical approach rather than taking advantage of the income she could have had from continuing the overselling process. Pamela's advice to employee benefit agency owners is to build success based on "the standards they set for their organization." She created her business in a market where she had virtually no contacts, but she had a vision for success and combined it with "a commitment to provide this market with the honesty and service-focused team that they would be proud to work with."

Pamela's story tells us that building a winning voluntary benefit practice does not require overselling, misrepresenting, or corner cutting. **Winning with employer and employee customers comes down to doing things right by always acting with integrity. *That's the key to happy customers who stay with us, tell their friends, and ultimately create value for all.***