

HOW DO YOU VIEW YOUR BUSINESS?

WE ARE AN INSURANCE AGENCY?

OR

WE ARE A SALES ORGANIZATION AND INSURANCE IS THE
PRODUCT WE SELL?

DO YOU REQUIRE SUCCESS FROM ALL OF YOUR PRODUCERS?

DO YOU BELIEVE THAT YOU GUIDE YOUR PRDUCERS
TOWARD SUCCESS OR JUST HOPE THAT IT HAPPENS?

DO YOU REQUIRE THAT PARTICIPANTS AT SALES
MEETINGS BE ON TIME? ARE YOU WILLING TO CLOSE THE
DOOR AT 8:30 AND NOT ALLOW ANYONE IN AFTER THE
MEETING STARTS?

WOULD SOME OF YOUR AGENCY PROBLEMS BE SOLVED BY
INCREASED PRODUCTION?

WOULD YOUR PRODUCERS PRODUCE MORE IF THEY KNEW
EXACTLY WHERE THEY WERE GOING TO PROSPECT EACH
AND EVERY DAY THEY CAME INTO THE OFFICE?

THE ANSWER TO ALL OF THIS IS FOR EVERY AGENCY TO
HAVE A SUCCESSFUL TARGET MARKETING PROGRAM.