

SUMMARY

1. EVERY SALE YOU MAKE OR CONSIDER MAKING IS A POSSIBLE TARGET MARKETING OR CENTER OF INFLUENCE OPPORTUNITY.

2. MAKE AN ALL OUT EFFORT TO CREATE OPPORTUNITES FROM YOUR OWN BOOK OF BUSINESS.

3. LOOK FOR ASSOCIATION SPONSORSHIP WHEN WRITING ANY ACCOUNT.

4. BE AWARE OF CREATING UNUSUAL OPPORTUNITES SUCH AS THE HOME DEPOT POLLUTION POLICY.

5. REMEMBER THAT TARGET MARKETING IS A "STATE OF MIND."

6. THE OBJECT OF TARGET MARKETING IS TO HAVE MORE PEOPLE CALLING YOU, THAN YOU CALLING THEM.

WHY? BECAUSE IF THEY CALL YOU, THEY HAVE ALREADY MADE THE DECISION THAT YOU ARE THE INSURANCE EXPERT FOR THEIR INDUSTRY, AND PRICE BECOMES LESS OF AN ISSUE THAN WHEN YOU CALL THEM.