



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 PRODUCERS 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.