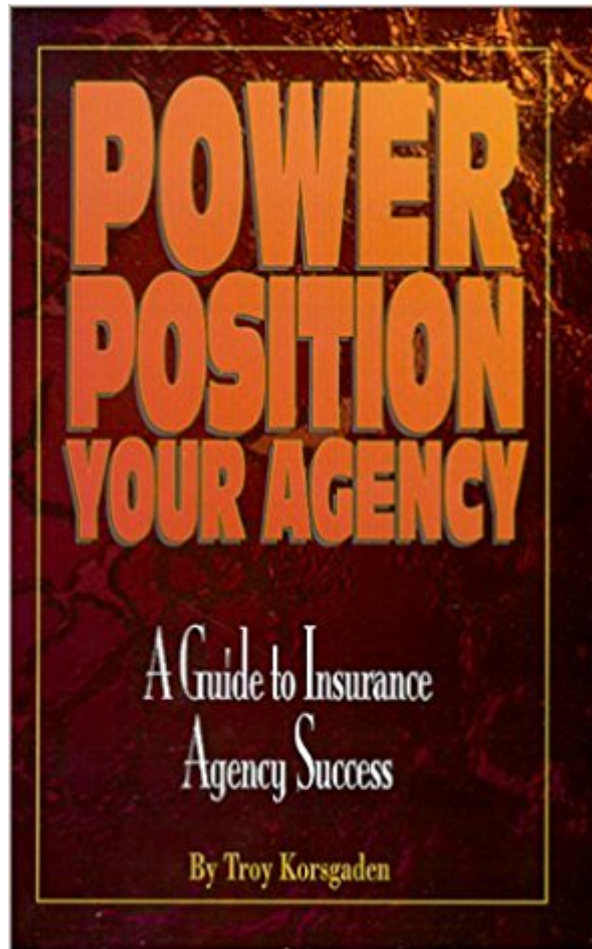




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Power Position Your Agency: A Guide To Insurance Agency Success



Synopsis

Are you working too many hours for too few clients? Does it seem that you do more paperwork than peoplework? Will you spend more hours on the road than in front of people this year? Whether your agency is big or small, if you answered yes to any of those questions, you need more than an adrenaline boost! You need a shot of strategies to wake things up and put you on the path to success fast. How to get appointments with 10 clients every day How to find qualified clients and get them to come to you How to get clients in and out of your office in 30 minutes-or less You'll also discover how to ramp up for success with something you already have, but probably overlook, why some clients don't make sense for your agency, and what you need for an effective sales pitch. Get the help you need by putting Troy Korsgaden on your side. His strategies have made a difference for the thousands of agents who have attended his seminars across the country. They can make a difference for you, too.

Book Information

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Customer Reviews

Agent, Farmers Insurance Group of Companies Motivational Speaker Insurance Industry Consultant & Trainer Troy Korsgaden was recognized as All Lines Agent of the Year from more than 14,000 agents throughout the United States for 1994/1995 and 1996/1997 for the Farmers Insurance Group of Companies. This is a major accomplishment not only because it involved a high level of production, but also was based on technical competence and customer satisfaction. This makes Troy only the second person in the company's 80-year history to be selected for this honor twice. Troy founded the agency in 1983 with a belief that all account, large or small, had the need for a personal agent. Although the agency doubled in size in the less than three years the focus of

the Agency and staff remains committed to personal involvement with each client. His service department consists of eleven dedicated professionals who have been thoroughly trained in all areas of insurance. They are committed to providing each and every client with the quality of service they desire and have every right to expect. Troy's common sense approach to business has put him in high demand as a motivational speaker and industry trainer. He has trained more than 30,000 agents, brokers, and staff in the last 3 years. His recently published book 'Power Position Your Agency', is now in its third printing. Accomplishments Agent of the Year 1994/1995 and 1996/1997 (company wide from over 14,000) Personal Lines Agent of the Year 1993/1994 (company wide from over 14,000) Million Dollar Round Table Qualifier (Industry Award) Preferred Underwriting Agent, eight consecutive years LUTCF

I like this book and I feel like Troy tells the truth about how a lot of agents work by themselves and peddle policies without really growing. Troy really does well with his customer service and staff. This is something a lot of agents can learn from. The one down fall I see with his system is relying on the annual review to make most of the new sales. Obviously it works for Troy, but I think this is just one of the parts to a successful agency! I definitely recommend this book to agents that are new to the business and asking if staff members are worth the price of payroll!

This a pretty good book and has been supported / promoted by key people in large insurance companies. If you work for an insurance agent or are one, I recommend this. Although dated, the fundamentals are sound. Pair it up with a book like 'Eat that Frog' Brian Tracey or '12 Week Year' to really make your system hum. Alright, now back to the phones.

I am going to put these into practice although will need to adjust for my model. Coming into the office is not the same as it used to be though... Possibly schedule phone calls might be easier for the ACR here in S Florida.

I was completely impressed by Power Position Your Agency. It is tough to find a book about how to become a successful insurance agent but this is a wonderful starting point. This gives you a better understanding of what it takes to be a very successful agent. This is only one path but it is a path that led to the authors success and gives people either new ideas or wonderful starting points to build a solid and successful insurance agency. If you want to find something insurance specific, this is the book.

Great read for any rep in the intermediary stages of an insurance sales career.

Having just expanded my business, Troy's insights on how to divide out tasks were very helpful. Just what I needed to move forward.

This has really good tips if you are starting your own agency. If you are a producer or service agent, probably would keep it moving.

Book was a good read, but ... production of book itself (the small type-style compared to the available page size) was below the level I would expect from a book, even a paperback book selling at this price. The content was still worth it, but thought the production values could have made it better!

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