

Participant Guide
Session 2: Why Agents?

*Use this to engage more fully as you listen to this session. Pause the video.
Answer these questions as the session unfolds. Dig in.*

1. How large is your market? How many Property and Casualty Agents do you have in your market?

2. What position do you hold on your team? How much time can you commit to Insurance Agent Sales?

3. What is your average claim dollar amount?

4. If 10 Agents send you the 5 losses they can control at \$3500, how much added revenue is that to your business?

5. So how many Agents do you want for your business – 5, 10, 20, 40? What can your capacity handle right now?

6. Knowing that it takes 6 months of consistency to begin to see referrals, what challenges do you face in doing a strategy consistently? How can you overcome these?
