

## Summary Notes

### Session 4: The Low Hanging Fruit



1. The low hanging fruit is the Local Insurance Agent whose job you are working right now in your business.
2. You capture the low hanging fruit in two ways:
  - a. First, you have to identify the right agent;
  - b. Second, you have to add value to the agent.
3. According to the Boston Consulting Group Study of 2005, 30% of Agents do not help their insured's with advice during a claim.
  - a. Today 40% of Agents do not help their insured's with advice during a loss.
  - b. Today 60% of Agents actively help their insured's with advice during a loss.