

Participant Guide
Session 5: The Three Myths

*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. What are the three things sales consultants often say the Insurance Agent wants?

2. Sales consultants often then say if you can help the Insurance Agent with each of those things, you will earn their referrals. What does Gerry say about this?

3. Have you heard or been told those three things before? If so, what are your thoughts as you hear them now: do they make sense, should they result in referrals, how many referrals do you imagine?

4. Have you delivered these things to Insurance Agents in your market? How many referrals has this resulted in from those Insurance Agents in a single year?

5. What do you think keeps Agents in your market from consistently referring you when their insured's have a loss?
