

## Participant Guide

### Session 8: Myth 3 – New Business

*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 ways can you help the Insurance Agent get new business?

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2. Do you think these are enough to get consistent, active, repeat referrals from the Insurance Agent? Why or why not?

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3. How many new business leads does an Insurance Agent need each day?

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4. Why is bringing the Insurance Agent new business leads not enough to unlock active referrals from the Insurance Agent?

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5. What makes new business opportunities so tempting to fall for in thinking it will be enough to cause the Insurance Agent to actively refer you?

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6. Before moving on to the next session, what new thoughts do you have about the three things Sales Consultants often say Insurance Agents want and if you give it to them, they will actively refer you?

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