

Summary Notes

Session 8: Myth 3 – New Business

New Business

1. The third myth: Help the Insurance Agent get new business, and they will refer you.
2. This myth sounds great, but the truth is the new business you can find for an Insurance Agent in a year is negligible; the Right Insurance Agent knows you can't find enough new business opportunities for them.
3. It is absolutely vital that you do all you can to find and bring the Insurance Agent new business; but it is not enough to unlock active referrals from the Insurance Agent.