

## Summary Notes

### Session 1: The Significance of Habits



1. This course is about a strategy to get more referrals from local Insurance Agents.
2. Right now you have a business habit of ignoring (or overlooking) the Insurance Agent on the jobs you currently have, and therefore the ones you've had in the past.
3. People rarely change simply because they have a great idea – which you are going to get in this course; people change when someone helps them – and that's what we'd like to do for you if you'll allow us.
4. Accountability with your Agent Sales is the way to get consistent, direct, and repeat referrals from local Insurance Agents.