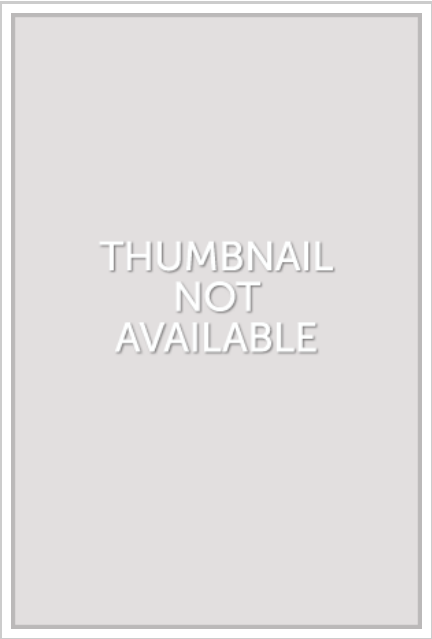


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21st Century Communication for Insurance Agents: Grow Your Agency, Double Your Sales and Increase Your Retention Using the New Rules of Communication

By Mr Robert Edgin

Robert Edgin. Paperback. Book Condition: New. Paperback. 198 pages. Dimensions: 9.0in. x 6.0in. x 0.5in.The insurance industry has changed, consumers have changed, the competition has changed, communication has changed. . . BUT MOST INSURANCE AGENTS HAVE NOT! With mass marketing and over 1 BILLION dollars spent on advertising last year alone by a few of the biggest players in the insurance industry, theres not a day that goes by that your clients and prospects arent bombarded with messages from your competitors. Unfortunately, most of those messages focus on cheap insurance, saving money or depict the agent as outdated and useless. Consumers are being taught that the only difference between insurance providers is PRICE and the entire industry is being commoditized by direct writers trying to push the retail agency force into extinction! Retail agents want to know how they can compete with the giants of advertising and mass marketing to keep their clients and grow their agencies. The unfortunate answer is that you simply can NOT compete in the price wars and mass marketing being done by the big industry advertisers. IF YOU TRY, YOU WILL LOSE! However, you CAN beat them by communicating with your clients and prospects in...

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