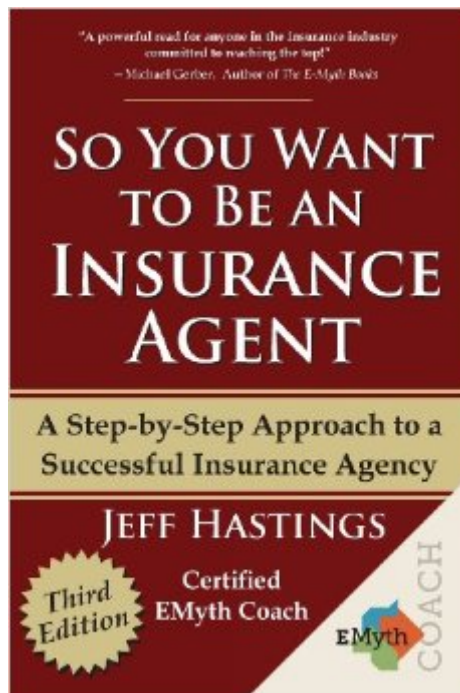


The book was found

So You Want To Be An Insurance Agent Third Edition



Synopsis

There is more to selling insurance than writing policies. When done right, you can build a successful business that affords you a lifestyle most people only dream about. Why try to figure it out on your own when you can learn from someone who has already been there and done that? Jeff Hastings knows insurance, and he knows how to build a profitable business. Since starting as a file clerk with Farmers Insurance Group in 1985, Jeff has built an extraordinary business, consistently receiving top awards, including District Manager of the Year in 2005. He and the agents in his district have achieved phenomenal success, and now he shares the keys to their success with you. Many of the business tools you will need are included such as licensing guidelines, a business plan, employment contracts, an employee handbook, business forms and more. If you are serious about building your own insurance agency, *So You Want to Be an Insurance Agent* gives you a complete system to develop, manage and grow your business.

Book Information

Paperback: 274 pages

Publisher: Chart House Press (July 9, 2013)

Language: English

ISBN-10: 0979003644

ISBN-13: 978-0979003646

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â Â See all reviewsÂ (22 customer reviews)

Best Sellers Rank: #313,732 in Books (See Top 100 in Books) #59 inÂ Books > Business & Money > Insurance > Business #993 inÂ Books > Business & Money > Marketing & Sales > Sales & Selling #1292 inÂ Books > Law > Business

Customer Reviews

I have been a Farmers agent for about 3 years now. I left an 18 year banking career to join Farmers. While I came into the program with a great deal of motivation, enthusiasm & preparation, I really had no idea what I was getting into. I would have loved to have read this book prior to making that decision. At the end of the day, my choice would still have been to venture into the insurance industry, but it would have helped me to have a more realistic approach as to what to expect for the years to come. I would love to see this book as part of a pre-requisite prior to beginning your insurance career. I would highly recommend this book to anyone who is considering venturing into

the insurance industry and to anyone who is currently in the insurance industry. Jeff offers great advice and tools to help you succeed in this business. Great book Jeff!

Not really the book I wanted. I wanted to learn techniques to become an insurance agent. Book title should be "so you want to start an insurance agency" 3 stars

I been an agent for 14 years and the hardest thing to do is put systems in place that will help the agency grow. This book will help you go through this implementation of systems and procedures with little pain and lots o gain. It is more than a book it is a guideline that will make your agency be successful. Hope you enjoy this book as much as I did.

Jeff has continued to build upon the success of his guide to building an insurance agency and in many ways, just how to be a small business owner. I have read this and had the pleasure of working for Jeff and he lives what he believes and what he has written. Follow this book...it has the keys to build a business. From the beginning of his work with Farmers to building his own agency and then becoming a District Manager, he has learned so much and chronicled what he has done in such a way that what he says is transferrable to you and a business you may build. Read this book...the road map is there...all you have to do is follow it!

Outstanding book with very real life advice on running a successful agency! I implemented several of the systems listed in the book last year and seeing major results. Thanks!

I enjoyed this book, very insightful and gives a good understanding of running an agency. I would recommend it to anyone thinking about starting an agency.

The title should really be "How to start your own insurance agency." It does not discuss how to go about selling insurance. It was ok.

What struck me most about the book is the emphasis on developing systems. I have been in the insurance business for 21 years and I wish I had this book when I first started. Jeff speaks about the importance of having systems in place. We should be systems dependent and not employee dependent. Actually you need both. However, with systems it is easier to keep the business running at full speed when an employee leaves your business. The new employee should be able to step in

without much down time, if the systems are in place. I am definitely going to make some changes in my office. I am going to "work on my business".

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