

Successful Failure: Resurrecting Today's Multi-Line Insurance Agency (Paperback)



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Reviews

It is great and fantastic. Sure, it is actually perform, nevertheless an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Ivy Hilll DDS)

SUCCESSFUL FAILURE: RESURRECTING TODAY S MULTI-LINE INSURANCE AGENCY (PAPERBACK)



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Outskirts Press, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Successful Failure deals with proven management practices for today s insurance agents, addressing passive versus active marketing techniques and why Internet insurance leads are financially unsustainable. In order to build a sustainable business model, agents must keep current with effective strategies to attract business partners rather than chasing them through outdated methodology. Today s insurance industry is in a state of crisis, trying to understand social media in an effort to engage prospective customers and draw them to their brand. Positioning themselves as knowledgeable resources for individuals and families within their community is critical. Twenty years ago insurance salesmen and prospective clients would communicate through face-to-face interaction or by telephone. Yielding to teen pressure, parents installed teen phone lines listed as such in the local telephone directory. As telephone books and home phones gave way to the Internet and smart phones, business today markets to a camouflaged customer base where many are without published addresses or telephone numbers. Depending on the age of the prospective customer, they may text more than talk and believe email is obsolete. Struggling to understand the buying habits of today s consumer, companies search for techniques that identify prospects. In order to grow and prosper, companies know that successful marketing strategies must be developed. Technologically savvy customers log on to the Internet and sign up for information in search of the best value available. Overwhelmed by the barrage of information through electronic media and phone calls, the prospective customers take cover and make decisions by the only common denominator they understand - PRICE! Many insurance carriers promising low cost auto rates are playing the pricing game, providing grossly inadequate liability coverage. This action places consumers in a...



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