



The New Producer's Handbook: Strategies for New Producers (and Agency Principals) To Maximize Success

Matthew Starkey, Sean Starkeu

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In this book insurance production experts Matt Starkey and Sean Starkey bring strategies to new producers to maximize their chance at success. The authors approach the subject from the combined perspective of both a 30+ year Agency Principal, and a relatively new Producer. This book will be of interest to both new and experienced producers. In this easy to read book the authors discuss: • Ways to gain credibility • How to develop a referral generating system • Intelligent marketing • The need for differentiation and how to accomplish it • The best ways to learn insurance • Plus ways to stay in touch with your clients, the prerequisites for success, and an introduction to two powerful tools that will instantly elevate your production capabilities above 90% of your competition!

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