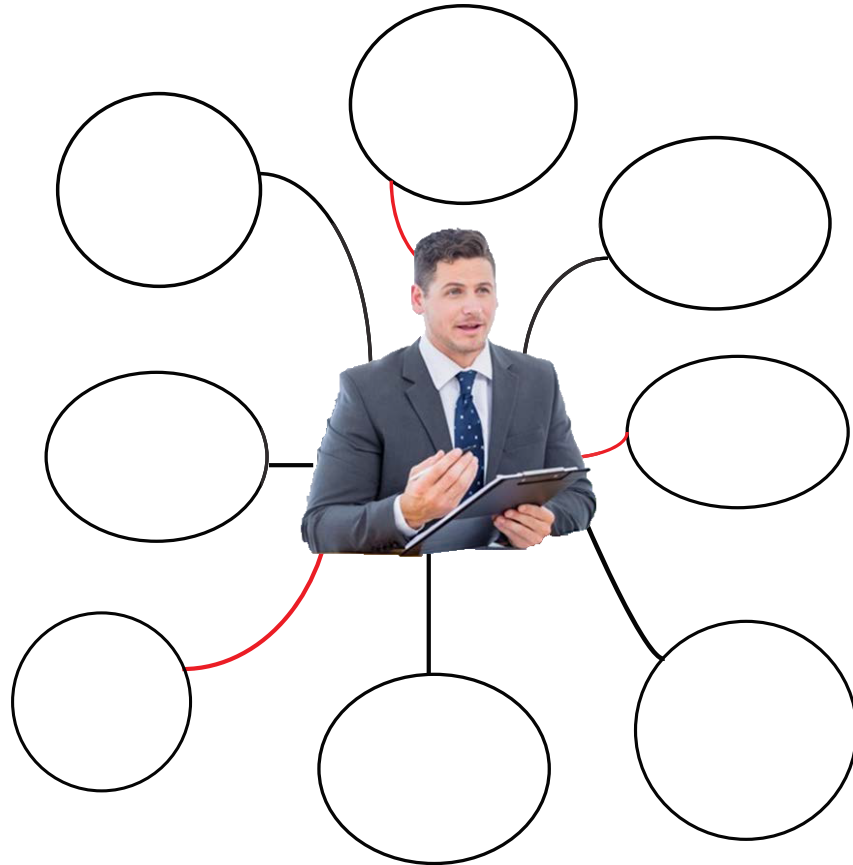


The Three Whys

Why be a producer in the insurance industry?

When you find your potential Million Dollar Producer, you want to make sure they know WHY they should be an Insurance Producer. Use the space below to brainstorm some of the most compelling reasons (think about the positives... potential earnings, ability to fund their futures...) Write down anything that comes to mind:



Why Be A Producer

There are some compelling reasons; write them in order of importance and what proof can you show them:

Why:	What Can You Show Them:
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____
6. _____	6. _____
7. _____	7. _____

Why Should They Join Your Agency?

What do you offer that makes you different? Why should they want to work with you...? Write down anything that comes to mind (Team Work, Sales Culture, Your Attitude about Producers and Selling Insurance, Your Vision, Your Philosophy):



Why Should They Work For You?

Be prepared to talk about it!

