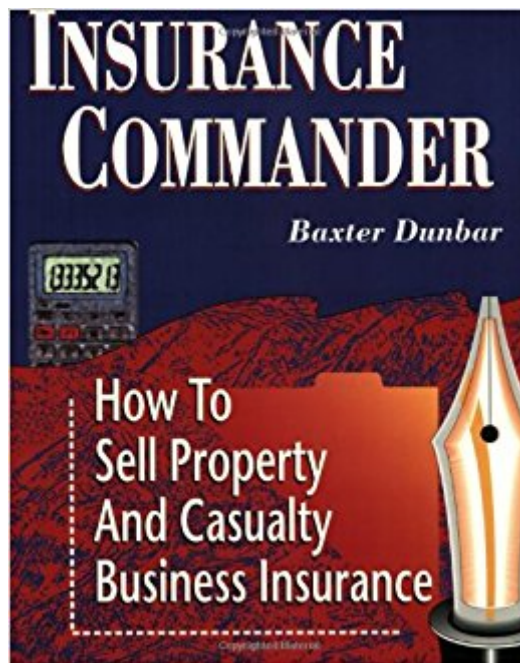




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Synopsis

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Book Information

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Customer Reviews

333 pages, paperback book ISBN-10 0962674796 ISBN-13 978-0962674792

Great book, I wish I had know about it when I was starting out, can't ask for more.

Great book

Nothing impressive here.

I don't specialize in selling Business Insurance but it has helped me in other lines. It teaches you a little about the whole selling process in general. From first contact to closing. Some things are a little dated but you can learn some good selling techniques from this book.

This book is well written to the layman who is looking for non-technical writing to a technical subject.

Gives for good info to the P&C world. I would recommend to anyone that is going into p&c insurance sales

Most agents whether just beginning or experienced will find something helpful in this book. Baxter provides a fairly comprehensive look at the whole process selling commercial insurance. He gives plenty of sample letters and has quite an extensive appendix. Some of the material and methodology was slightly dated, as can be expected. But, one should be able to use his approach as a good foundation for commercial sales. Baxter included a number of practical illustrations which most people will find helpful, but can be a bit tedious. Perhaps the best part of the book besides the sample letters is his walk through the sales process from the first meeting, through the interview, during submission, and on to a final proposal. If you want to market commercial insurance this book will help you get started.

I am just starting out in the insurance field as an Agent with no prior experience. During the time between making the decision to make the leap and actually landing a job, I dug every where I could looking for resources on everything that had to do with being a P&C Producer. By far, I would say this is one of the best resources for someone trying to get a good overview on how to think like one. Of course, it is a bit cheerlead-y and full of narrative, but quite honestly, it's what I found charming. I needed something that could hit home to me and motivate me to keep trying at something that seems very difficult. I would highly recommend it to those looking for a good read on the (human) aspects of Business P&C Insurance.

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