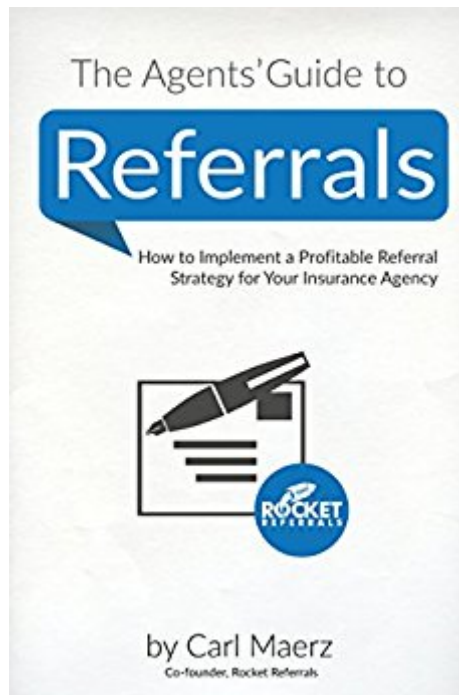


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# The Agents' Guide To Referrals: How To Implement A Profitable Referral Strategy For Your Insurance Agency



## Synopsis

Ask any successful insurance agent and theyâ™ll tell you that referrals are the touchstone of a thriving agency - but most do not understand what it takes to get their clients to pull the trigger.

--Written by industry referral expert and co-founder of the referral marketing software company, Rocket Referrals, this book provides actionable steps and examples agents can implement right away to increase client retention and referrals. Discover how to leverage technology to enable your happy customers and convert into an active salesforce.

## Book Information

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Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

There are those books that are 250 pages but should have been 40. This book is short and to the point. There is a lot of great information for agents here. There are also several surprising ideas for what does work. At first you might think this is just a promotion for a product but it is much more.

They have laid out what you need to do. Do it yours elf or pay them. It is your choice. Either way this system works.

The book appears light but covers the core concepts of referrals succinctly. The concepts are described in plain English and data or analysis is replaced by examples that can be put to use immediately. Though you'll want to read the book cover-cover, there are several places in the book that invite you to stop reading and take an action. Caveat: Mr. Maerz is a co-founder of a software company that produces solutions to automate many aspects of a successful referral system, but the book eschews all advertising for his or any other solution till the very last two pages.

Mr. Maerz has written a concise and practical guide to how to increase referrals. I'll be recommending this to all of the agents I work with.

This was a great guide with very usable suggestions and processes to generate referrals. The biggest problem with most guides like this is that they only hint at a solution to the issue that the guide is designed to help you with and are in fact a big commercial for another product that you must buy to get the solution. While this guide does reference a service it actually tells you how the processes work and what the solutions are so you can do them yourself while you are growing your business, and offers the service for when you grow big enough that doing it yourself is too time consuming and the cost of the service is a drop in the bucket compared to the results.

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