



Sales Agency Development Quick Start Guide

Mr Lloyd L Lofton Jr

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This Sales Agency Development Quick Start Guide is designed to assist you in getting off to a fast start growing your agency. The keys to success as a manager are: 1. Recruiting 2. Training 3. Retaining Sales Professionals It is important to recruit in order to grow and remain a manager. Once you recruit new Sales Professionals the next step is to get them trained. In this guide you will find suggestions for recruiting, holding weekly sales meetings and field training Sales Professionals along with other tips to grow your agency. As you grow and have a team of Sales Professionals you will want to retain them, that is develop Sales Professionals who stay with you and are in production every week. One of the ways to accomplish this is to establishing a success culture, have an ongoing training program to help with prospecting, writing business, getting business issued and helping Sales Professionals manage their business.

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