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# The Innovative Agent: The Insurance Agent's Roadmap For Success



## Synopsis

A Clear Guide for Insurance Agents to Survive and Thrive  
The insurance industry has experienced unprecedented disruption in the last decade. What was once a static, reliable career path is riddled with increased government regulation, competition and consolidation. The old, tried and true methods of attracting new customers no longer apply and for many, the future looks bleak. How can an insurance agent regain market share, control of their business and enjoy exponential growth? By adopting The Innovative Agent's roadmap for success. This simple, five step process gives you the tools and insight to embrace the new normal within the industry and claim your piece of the pie. Whether you're a new independent agent or you've already grown a successful agency, this one-of-a-kind book provides a clear path forward using the basic principles of lean thinking and disruptive innovation. Let author and seasoned insurance professional, Mark Sisson, guide you on the path to success with his easy-to-implement and proven strategy to help you manage change today, tomorrow and beyond. Be a part of the entrepreneurial renaissance!

## Book Information

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## Customer Reviews

Best book available on becoming a priest

The Innovative Agent hits where it hurts. Meaning that many agencies are still doing things the wrong way and for some it's hard to admit and some are too complacent to change anything. This book addresses concerns that our agency has been trying to tackle for months now. Staying relevant in a high speed, high tech age. It's not easy. Easy is staying at your office aggressively waiting for the phone to ring. That simply doesn't work anymore. We must be more focused than that. We must have a vision. I am a property and casualty agent and I'm seeing agencies die all around me. I see agencies that don't know they are dead yet. I see agencies still using paper files and have filing cabinets filling their entire floor space. Those are agencies in a nursing home just waiting to die. Worse yet they are killing their valuations. Agencies like this will be selling for pennies on the dollar and sadly they don't know or don't care. I am not content to be that type of leader or have that type of an agency. I'm not content to let my agency just sit in the nursing home waiting to die. I realized this quite some time ago and began to transform my agency. I was deep into the "Innovative Agent" model before this book was published. I only wish that it had been published a few years ago. Mark does a great job analyzing the issues that are confronting agents no matter what license you hold. If you want to stay relevant you must get innovative. It doesn't matter whether you hold a life and health license or property and casualty. Change is happening rapidly and if you don't get on the train you'll be hit by it and trust me it won't feel good.

A long overdue book for all Insurance Agents & Entrepreneurs...a must read! Mark Sisson's book, "The Innovative Agent" presents an intelligent and in-depth analysis of how the insurance business has changed over the years and what insurance Agents / Agencies need to do to adapt, survive and grow in today's ever-changing new, "informative age". Mark does an excellent job of portraying this by using examples and very informative charts that depict trends and changes not only in the insurance industry but with insurance carriers, impact of the Affordable Care Act as well and how these changes have

and continue to dramatically affect the insurance business. Mark's book provides an innovative approach and road map that provides a step-by-step approach on how to change, adapt to these changes, remain successful, and keep your business growing. I strongly recommend this book to anyone currently working in the insurance business as well as to all entrepreneurs. Christian S. Brusca, Vice President of Sales, Employee Benefit Solutions, Inc.

It's never easy to predict future trends but I believe Mark Sisson has nailed it with this great book. As an insurance agent of almost 40 years I have seen many changes but the speed of change is see now is very concerning. The information available here will surely help me going forward. Any business owner with the desire and the courage to succeed, will find this information invaluable. Wayne Davidson, President Benefit Planning Services, Inc.

Over the past, 25+ years, I have witnessed the changing landscape of the Health Insurance Industry. Every change, every new governmental involvement has further complicated the industry. The bad news that this statement brings with it is obvious. The good news is that Quality; Innovative Insurance Agents are needed by the consumer now more than ever. Mark's book is a great resource for an individual considering entering the business. It will give them the needed notice that the "just peddling insurance is pretty easy and lucrative" mindset is no longer valid. This book is also a good read for an existing Agency that may need to do some "triage" to determine where they are faltering and what changes to consider in an effort to excel. Molly McCoy, Agency Marketing Director, Chelton Benefits Group

Mark Session does an excellent job from start to finish in giving you a road map if you decide to enter into the insurance business or any business! I love how Mark mentioned "Failure to specialize prevents you from becoming a leader in either area of expertise, mitigating serious growth opportunities and making you very vulnerable to disruption." He talks about embracing technology and being innovative with products in order to grow your business. This book is a must read if you're interested in growing your career in the 21st century!

This is a fast paced and encouraging look at the industry. I loved how Mark gave hard hitting ideas and suggestions while keeping me engaged in the bigger picture. This is a must read for any Agent that is planning on making money or staying in the industry. Disrupt or perish. Mark gives clear

ideas on how improve your current business or how to set up and jump into the world of being an Agent. Marks knowledge and humor make for a compelling read. I couldn't put it down. Tim

Mark Sisson has taken the role of the insurance agent to a new level of potential in this great book. If sitting back and watching things happen is not your cup of tea, you will do well to follow this step by step approach to leveraging the disruptive forces on your doorstep to your favor. Chris Fey, Chairman & CEO Big Bang Health

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