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How To Sell An Insurance Agency - Agency-Broker.com

In the insurance industry, traditional face-to-face meetings are slowly dying. It doesn't matter if you sell general liability insurance, auto insurance, term insurance, whole life insurance, or any other type of insurance.

5 Tips for How to Sell Insurance Over the Phone

They can all sell insurance on price alone. A professional insurance salesperson (like you) must be able to connect with prospects and help them understand and internalize the value of the insurance you're selling. If you only sell insurance on price, you will eventually be replaced because: There will always be another company with lower rates.

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Insurance salespeople fall into two categories, brokers and agents. While a broker can sell insurance from any insurer, an agent works for one insurer and only sells their products. In most states, brokers and agents will take different classes and sit for different exams.

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