

# Creating a Business Plan

New producer's production goals

- New Written
- Retention

Anticipated numbers for new producers including averages for:

- \$ Revenue per account
- # Closing Meetings with Prospects per sale
- # Initial Meetings with Prospects to each Closing Meeting
- # Prospects in pipeline contacted to each Initial Meeting secured
- Resulting # Prospects in pipeline needed each month

Best practice activity levels for new producers

- 20 Initial Meetings with Prospects per month
- 8 Center of Influence/Networking Meetings per month
- 2 Closing Meetings with Prospects per month

Sources of prospects

- Personal/professional network – organizations where you know someone or they know you
- Former customers
- LinkedIn
- Other databases and lead services your agency's successful producers use – public, subscription, internal
- Centers of Influence – bankers, accountants, etc.
- Networking – industry associations, community and charitable organizations

Best strategies for capitalizing on and leveraging each of these sources

- Important considerations in prospect selection
- Size of account/opportunity
- Industry/niche
- Availability and appetites of competitive insurance markets
- Existing coaches, potential coaches, or warm contacts