



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

*Mark Sisson*

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

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## **The Innovative Agent: The Insurance Agent's Roadmap for Success** Mark Sisson

**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!

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