



The _____ -

While the _____ in _____ between the _____ and the
 _____ are _____, the _____ in _____
 _____ are quite _____.

1. Top producers _____ in the _____.

2. Top producers _____ to _____ again.

Example: _____.

*	*	*
*	*	*
*	*	*

_____ contacts prior to delivery.

3. Top producers _____ in their _____.

Average planners _____ %,

Average MDRT members _____ %,

High profit planners _____ %

4. Top producers have a _____
_____ % of clients are thinking of _____ their financial advisor.
_____ % are _____ because of _____ behavior.
_____ % defined it as _____ to stay in _____.

How much are you worth per hour to your firm?
Your income ÷ 2000 = Your hourly pay

You may need a _____.

5. Top producers are _____.

The top three marketing strategies are:

1. _____ 2. _____ 3. _____

6. Top producers make _____.

7. Top producers _____ their _____.

Clients want _____ contacts per year.

TOP PRODUCER SERIES

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