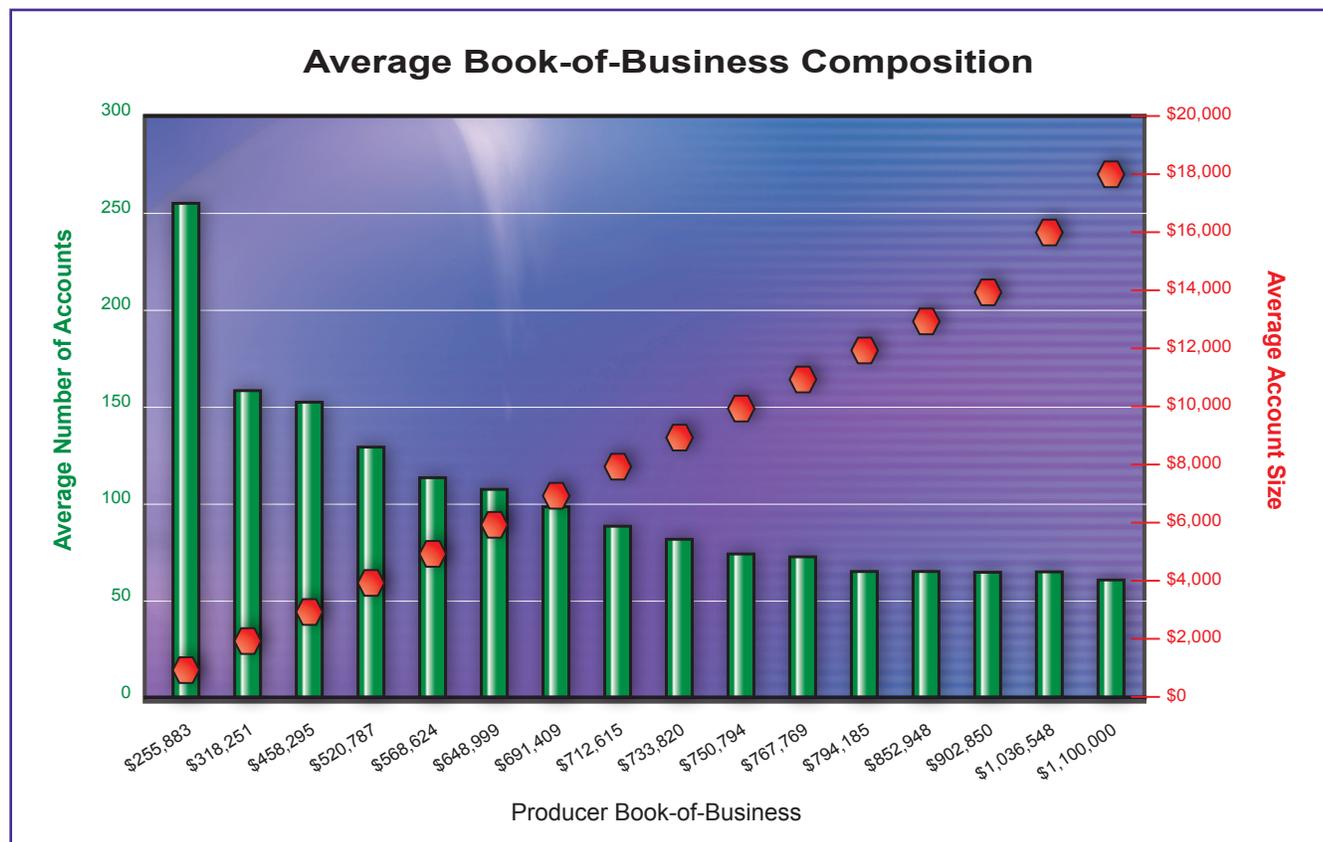


Average Book-of-Business Composition

The books-of-business built by the nation's leading agency and brokerage sales personnel look materially different than those of other sales people. Fundamentally, insurance sales personnel with the largest books maintain fewer, but much larger accounts than others.

Individuals with the largest books historically sell the most new business commissions, drive organizational revenues and maximize personal W2 income. The graph below illustrates the correlation between book size, the number of accounts in the book and the average account size.



Whether dissecting a salesperson's current book-of-business or reviewing their new business sales pipeline, two basic problem areas arise. Either there are not enough accounts/prospects or the existing accounts in the book/pipeline are not big enough. Provide clarity to your sales staff by showing them which area will help them grow their book and your revenue.

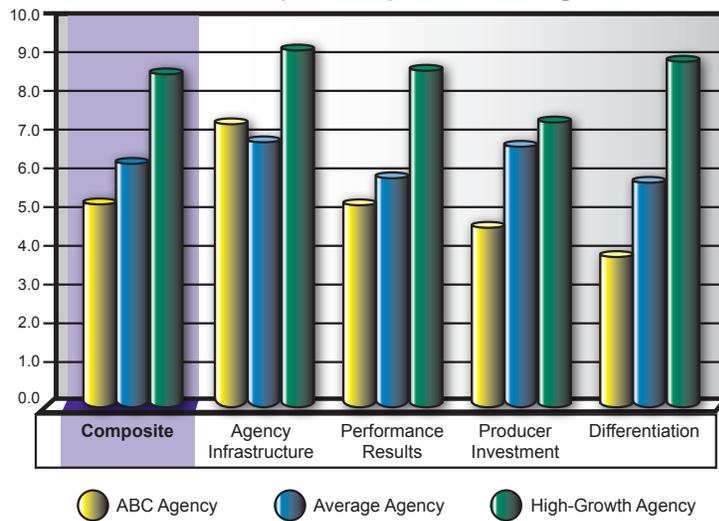
Authored by Patrick T. Linnert, Executive Vice President, 440-392-6568



MarshBerry's Sales Management Benchmarking Report

correlates the metrics and practices of the nation's leading organic growth agencies and brokers relative to your organization. By measuring your performance on over 50 key sales management ratios and practices, you will be able to compare your company's growth potential against peer groups and high-growth organizations while planning a road map for future growth success.

Sample Composite Scoring



For a customized organization and/or producer benchmarking report, please contact Craig Niess at 440.392.6584 or Craig@MarshBerry.com.