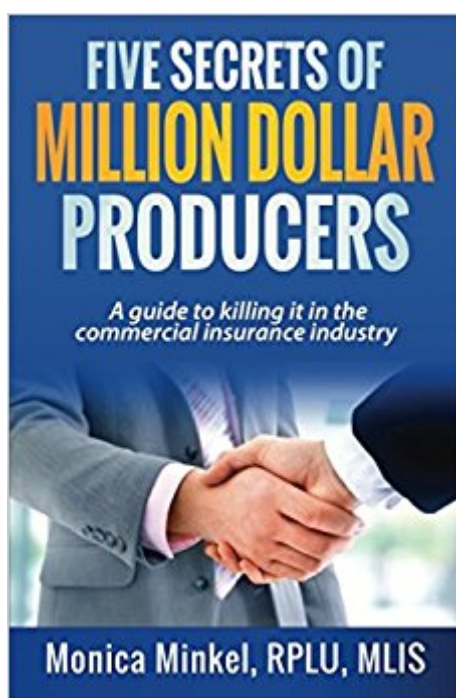


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# Five Secrets Of Million Dollar Producers: A Guide To Killing It In The Commercial Insurance Industry



## Synopsis

Monica Minkel has taken more than 20 years in the financial services and insurance industry and closely analyzed the successes and failures of the business development staff. After working with more than 100 insurance producers, Ms. Minkel has developed a unique perspective on what it takes to be successful. In *Five Secrets of Million Dollar Producers*, she examines the most common mistakes that Producers make. She offers concepts and strategies that are the keys to success. Organized into easy to follow steps, *Five Secrets* is a concise and well written guideline on how to avoid the pitfalls and grow your revenue quickly. This is a first edition. If you see typos, formatting errors or suggestions on content, please contact me at [www.emergingrisks.net](http://www.emergingrisks.net). Thank you,

## Book Information

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## Customer Reviews

Monica has done an excellent job of taking the most important aspects of selling commercial insurance and distilling them down to 5 Secrets. While there are many many other sales books out there, Monica has written this book specifically for the commercial insurance industry and written it in an easy to digest format. New producers will get a very good structure for their sales process and already successful producers will get some good reminders of things they have forgotten or gotten lazy about. Congratulations Monica! Well done!!

Good book - I recommend it to anyone starting out in commercial P&C. It was geared towards a producer of a larger agency. But good tidbits for someone in a small agency.

Great book! Very informative and an easy read. I would recommend!

This maybe the worst book I have ever read. While it only cost \$7.99 that is about \$7.99 too much.

After working with Monica and continuing to rely on her experience and partnership, I value so much being able to have her words with me. This book is an easy read that you can reference back to as often as you need to. Being in the insurance industry for almost 15 years and newly in sales; I value the short, simple and effect 5 secrets. I highly recommend this book to anyone new in sales or experienced, as this brings you back to focus on the core values. Thank you Monica!

Lots of good ideas and a fast read. This should be helpful to those newer to the industry. Very targeted to commercial p&c Producers.

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