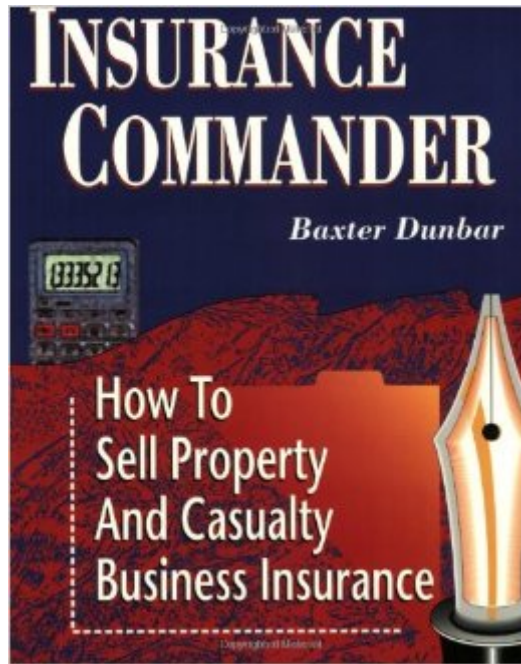


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Insurance Commander: How To Sell Property And Casualty Business Insurance



Synopsis

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Book Information

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Customer Reviews

Mr. Dunbar seems to speak from real life experiences where he had to overcome all the obstacles that doom many insurance sales. His categories of customer personality types, their typical complaints or objections, and the approach to winning them over is priceless. His stories are laced with wonderful humor that turns what could be deadly dull material into fascinating reading. Experience is the best teacher, but Mr. Dunbar has done the next best thing----given a sales person some wonderful tools to avoid a bad experience.

Most agents whether just beginning or experienced will find something helpful in this book. Baxter provides a fairly comprehensive look at the whole process selling commercial insurance. He gives plenty of sample letters and has quite an extensive appendix. Some of the material and methodology was slightly dated, as can be expected. But, one should be able to use his approach as a good foundation for commercial sales. Baxter included a number of practical illustrations which most people will find helpful, but can be a bit tedious. Perhaps the best part of the book besides the sample letters is his walk through the sales process from the first meeting, through the interview, during submission, and on to a final proposal. If you want to market commercial insurance this book will help you get started.

I am just starting out in the insurance field as an Agent with no prior experience. During the time between making the decision to make the leap and actually landing a job, I dug every where I could looking for resources on everything that had to do with being a P&C Producer. By far, I would say this is one of the best resources for someone trying to get a good overview on how to think like one. Of course, it is a bit cheerlead-y and full of narrative, but quite honestly, it's what I found charming. I needed something that could hit home to me and motivate me to keep trying at something that seems very difficult. I would highly recommend it to those looking for a good read on the (human) aspects of Business P&C Insurance.

I've been in business over 20 years. I purchased book just to add to my library, but it was a great refresher course, a reminder of things I forgot, and in these latest economic turmoil, I am resurrecting things I used to do when I started the business. If your new in business it is a must. If you been in business and need to refocus, this is your book.

I don't specialize in selling Business Insurance but it has helped me in other lines. It teaches you a little about the whole selling process in general. From first contact to closing. Some things are a little dated but you can learn some good selling techniques from this book.

I am just getting started in my commercial P&C career. I do not even have my license yet, but feel a whole lot more comfortable talking to veterans of the industry. This is definitely not the end-all be-all of insurance books, but it is simple enough to get started with. I started off with insurance texts and they were so dry that I could barely stay awake. After Insurance Commander I now have a grasp of the basic intricacies of the business. The only thing I would change about the book is the name (a little cheesy?).

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