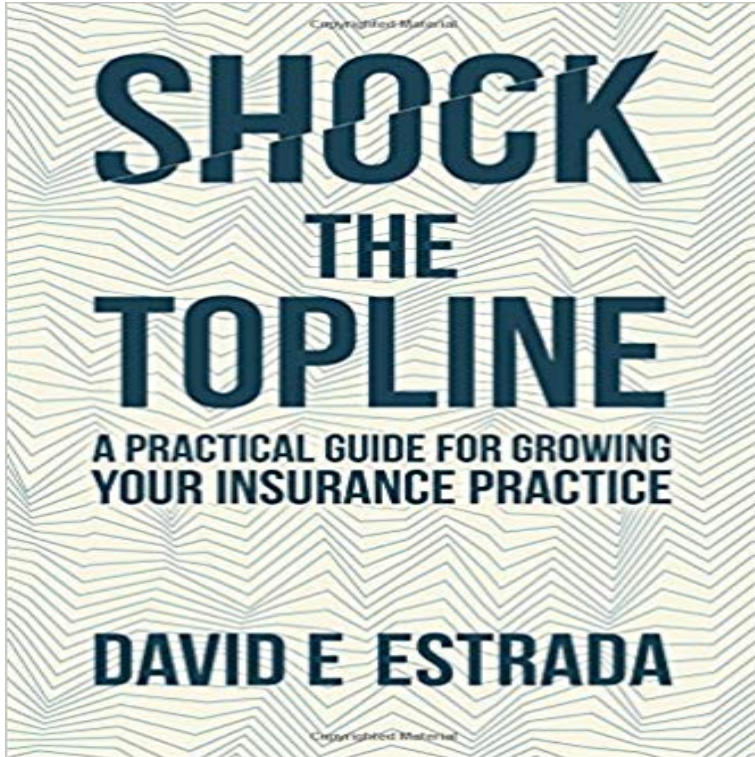


Shock the Topline: A Practical Guide for Growing Your Insurance Practice



Too often, books intended to help advance insurance professionals careers are thinly disguised general sales theory, containing programs and advice drawn from the latest pop psychology. Such books are rarely written by industry insiders, and while they loudly tell you what you need to do, they never tell you how. Its time to change this unhelpful dynamic. Written by award-winning retail insurance sales producer and senior industry leader David E. Estrada, Shock the Topline offers a practical, no-nonsense guide for insurance professionals who want to achieve success and generate opportunities for career advancement. Estrada focuses on three core elements vital for success: gaining perspective within the industry, increasing topline revenues, and developing leadership skills. This book is not only for producers: Estradas penetrating insight and experience will help sales leaders, agency owners, and brokerage leaders better understand the challenges faced by their production teams. A career in insurance can be both fulfilling and rewarding. Your efforts serve the needs of others and protect the social fabrica noble goal if ever there were one. Let Estrada help you take your career to the next level and shock your topline.

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