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# A Brief Guide To Successful Relationships With The Modern Insurance Consumer: Simple Steps For Managing Your Communication To Maximize Growth

A Brief Guide to  
Successful Relationships

With the Modern Insurance Consumer:

Simple steps for managing your communication to maximize growth.





## Synopsis

AgencyBloc and Rocket Referrals are in the business of helping insurance agents and agencies manage their operations. We wrote this book because we believe in the importance of meaningful communication between insurance agents and their clients and prospects. But, we also understand how overwhelming it can be to navigate the world of today's technology and 24/7 connectedness. So, use this book as a guide to navigate the various online and offline channels of communication that your agency can leverage. What's in the book? The referral and retention mindset. Online and offline communication tactics to better reach prospects. Online and offline communication outlets to maintain communication with clients. Tips and actionable items for prospecting and client communications. Technology to make all of this happen.

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