

How to Sell Insurance from Banks



Now that one-half of all banks in the U.S. sell insurance, the other half is wondering how to get started, and many of those already selling it are wishing they could do so more profitably.

Starting a bank-owned property/casualty agency or making an existing one profitable is the idea behind *How to Sell Insurance From Banks*. The book was co-written by John Dawson and Michael White, President of Michael White Associates, LLC (MWA).

HOW TO SELL INSURANCE FROM BANKS IS A COMBINATION OF INSURANCE INDUSTRY INSIGHT, STEP-BY-STEP INSTRUCTIONS, SAMPLES AND CASE STUDIES.

Chapters cover the following topics:

- What bankers should know before they start selling insurance
- Choosing a distribution method
- Starting an agency
- Contracts and regulations
- Maximizing insurance sales
- Case studies

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