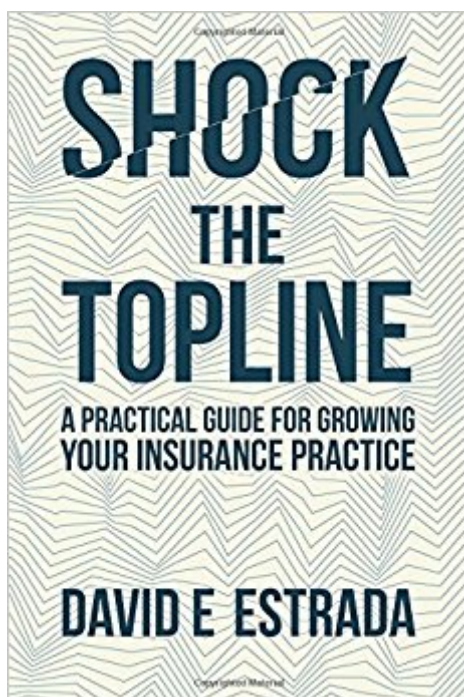


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# Shock The Topline: A Practical Guide For Growing Your Insurance Practice



## Synopsis

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. It's 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: Estrada's 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 fabric—a noble goal if ever there were one. Let Estrada help you take your career to the next level and shock your topline.

## Book Information

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## Customer Reviews

I bought this book on my husband's recommendation of Estrada, having been through a Rainmaker course himself. David takes a unique and fresh approach to insurance revenue generation. It's very relevant and something to keep handy each year as we start new with production, development and growth goals. I highly recommend the book to others in the insurance field

How do we receive wisdom? We see and hear it coming to us via various platforms and personal

interactions. We may calmly nod our appreciation of the sage or medium imparting the knowledge to us. But does this calm acquiescence to the sharing of wisdom stir us to practical action? Or is it just a "that's nice" moment. I've read many books on sales over the years. I can safely assume if you're reading this review, you are in the insurance arena and have read many sales books as well. There is a palpable sameness to many of these books. Perhaps they contain a stirring call to action â " but what action exactly? Perhaps you need to change your attitude â " great, but by what meaningful reasoning? In Shock The Topline David Estrada speaks to you from his mind and his heart. While doing so he outlines actual concrete and relevant steps to take in managing your professional practice. He speaks with passion about our industry's importance to society and the feeling of pride taken while performing at the highest levels in it. This is an attitude I can believe in. Over the last several years I've had the privilege to see Mr. Estrada present many of these concepts in person. At these presentations there were the calm nods of understanding from the insurance producers and managers. However, there was also furious note taking and "Ah, Hah" nods. I highly recommend Shock The Topline and suspect you'll be glad to do the same.

Finally , a specific and tactical guide to growing and keeping revenue. This book will serve as the action plan to hit your revenue goals. Tape one...keep your in force book because you can't grow if you are losing current clients. David shows us how much easier this is when reduced to written plans of action that focus on growing your client base. I started my career in 1982 ( interview that led to job offer with Unionmutual as mom and dad said I couldn't move into the garage) and see many common themes in this book that we used to become the leader in disability . Continuing to be fresh when interacting with prospects and clients and feeling good about working in this noble industry . A consistent and systematic daily approach to doing business. Plans matter !

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