

## About Producers; Part 1 “The Decision”

Do you have Producers today? If so, are you committed? If not, have you thought about it, thinking this is a good strategy but don't have a plan? A solid growth strategy, or an expensive mistake.

I support this strategy, but it is indeed a **choice**, which once made defines your culture and requires your commitment.

This first article is about the **DECISION** to hire Producers in the first place. This deliberate decision is in **two** parts.

### #1: Grow or not grow:

“We grow till we go.”, or “If you are not growing, you're dying.” Some of this is true, as revenue and organizational growth are healthy. But staying where you are is a definite alternative.

Hang in there and enjoy the fruits available. “If it ain't broke, don't fix it.” This can pay for a very nice lifestyle and a possible sale later. **However**, no or extremely slow growth exposes cash shortfall with the natural attrition of the book.

Growing however, opens **options** and possibilities. Here are a few of them:

1. Creating more profit.
2. Replacing revenue lost to natural attrition of the book.
3. Provide an ever-expanding opportunity for your teammates in the firm to advance their careers without having to work elsewhere.

And of course:

4. The insatiable appetites of your Markets!

Again, growing demands a choice, and a commitment.

If you decide to grow, listen for that quiet and terrifying voice saying, “OK, grow the company. But **HOW?**”. You don't know how right now, so you give in and drop the idea.

Forget about the “terrible HOWs”, **let yourself imagine it done**, and read on!

## #2; What about HOW to grow the agency?

There are many alternative strategies to growth, including hiring Producers. Here are three to consider:

### 1. Acquire another agency:

Buy the revenue and key clients, their Producers, and their support team. Instant growth! You also get debt, integrating two cultures, and inheriting “dead wood”; employees doing the same job for 25 years and have not grown themselves. They do not want their boat rocked, and may need to be “made available to the industry”, risking losing key clients with them.

### 2. Build a superior support team around YOU:

You are the biggest Producer in the firm anyway. Surround yourself with superior people that can close renewals and expand accounts, leaving you to write new business, and knowing the book is in good hands. “Lean and mean!” Works GREAT if you elect to always be the primary source of growth...personally.

### 3. Hire Producers:

Two ways to go:

- a. Market for and attract great people (For who they are, not what they know.), train them insurance and sales (your way), and manage their sales behavior for success.
- b. Attract existing Producers with a book. Instant revenue if not impeded under contract with the prior firm, but can be difficult to integrate into your culture. Old habits?

**Advantages to having Producers:** You leverage your agency; producing far more revenue in a shorter time compared with what you can do yourself. Additionally,

you may be developing leaders to take the firm further allowing you to back away one day.

**Disadvantages to having Producers:** If you bring them in, treat them as a potted plant by giving them sun and water but NO MANAGEMENT, waiting for them to grow while throwing money down a rat hole. You must be in the game.

**A skill you can learn.**

I chose option 3 long ago. We grew my first agency from scratch to about \$9,000,000 in revenue by hiring new Producers; training and managing them to success. My consulting practice today is primarily built on agencies that have opted for number 3, receiving critical support in making that a success, and growing very well!

So, do some soul searching, make some choices and get into action. If you have already made the decision, then check your commitment. Act on it TODAY.

Look forward to the next newsletter; a roadmap to **Hire Producers**.

Good Hunting!