

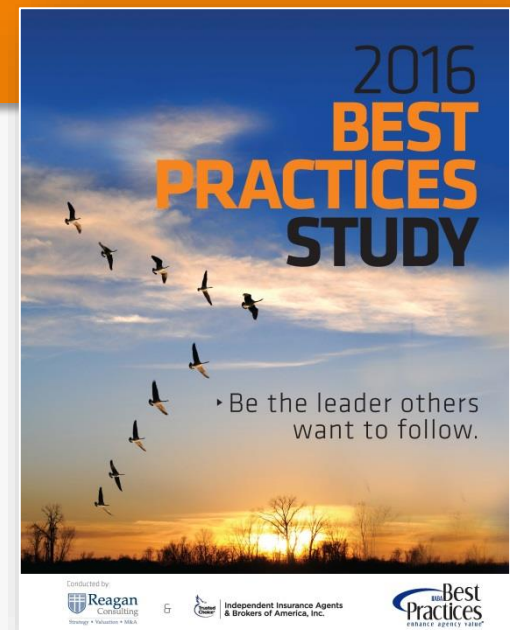
# Best Practices for Agency Operations

## Sales Velocity

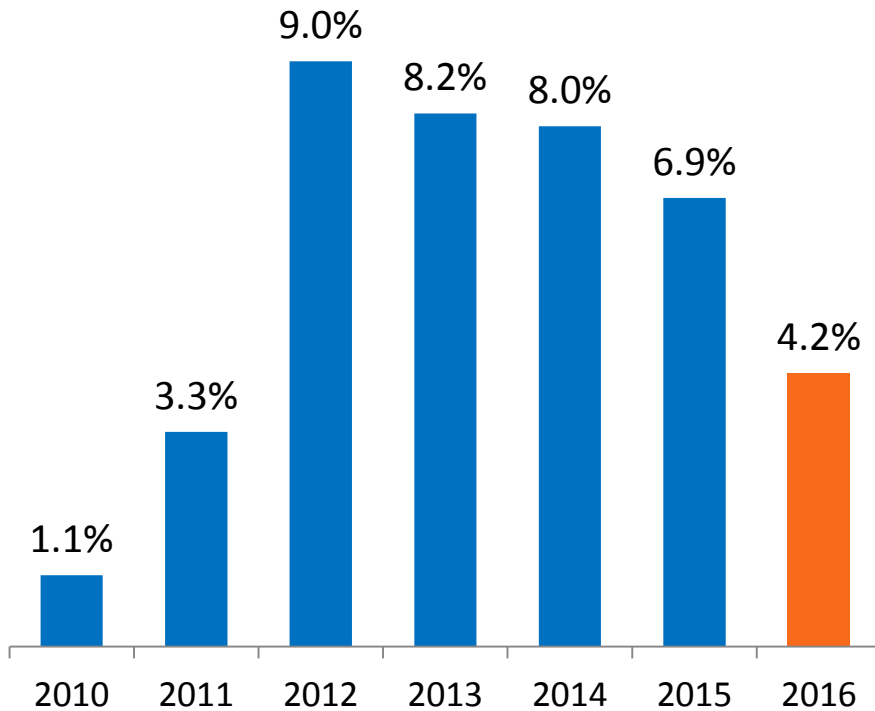
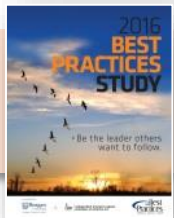
Tom Doran / Reagan Consulting

# Sales Velocity

**Tom Doran / Reagan Consulting**  
**June 28, 2017**



# Organic growth is slowing



Source: Best Practices Study, All Agencies

## What affects organic growth?

Retention rate

Pricing

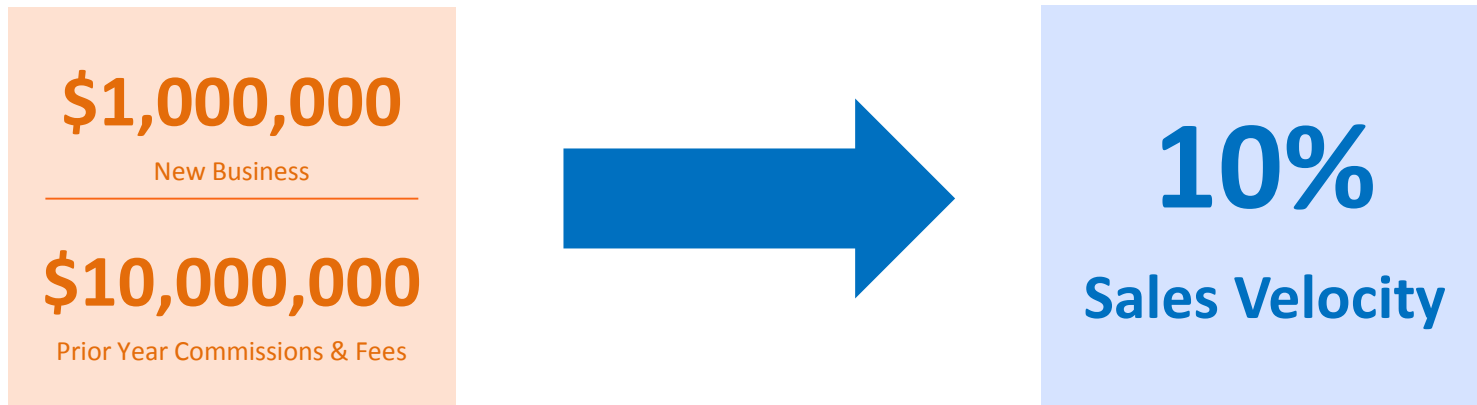
Exposure changes

New business

# Understanding the Sales Velocity Metric

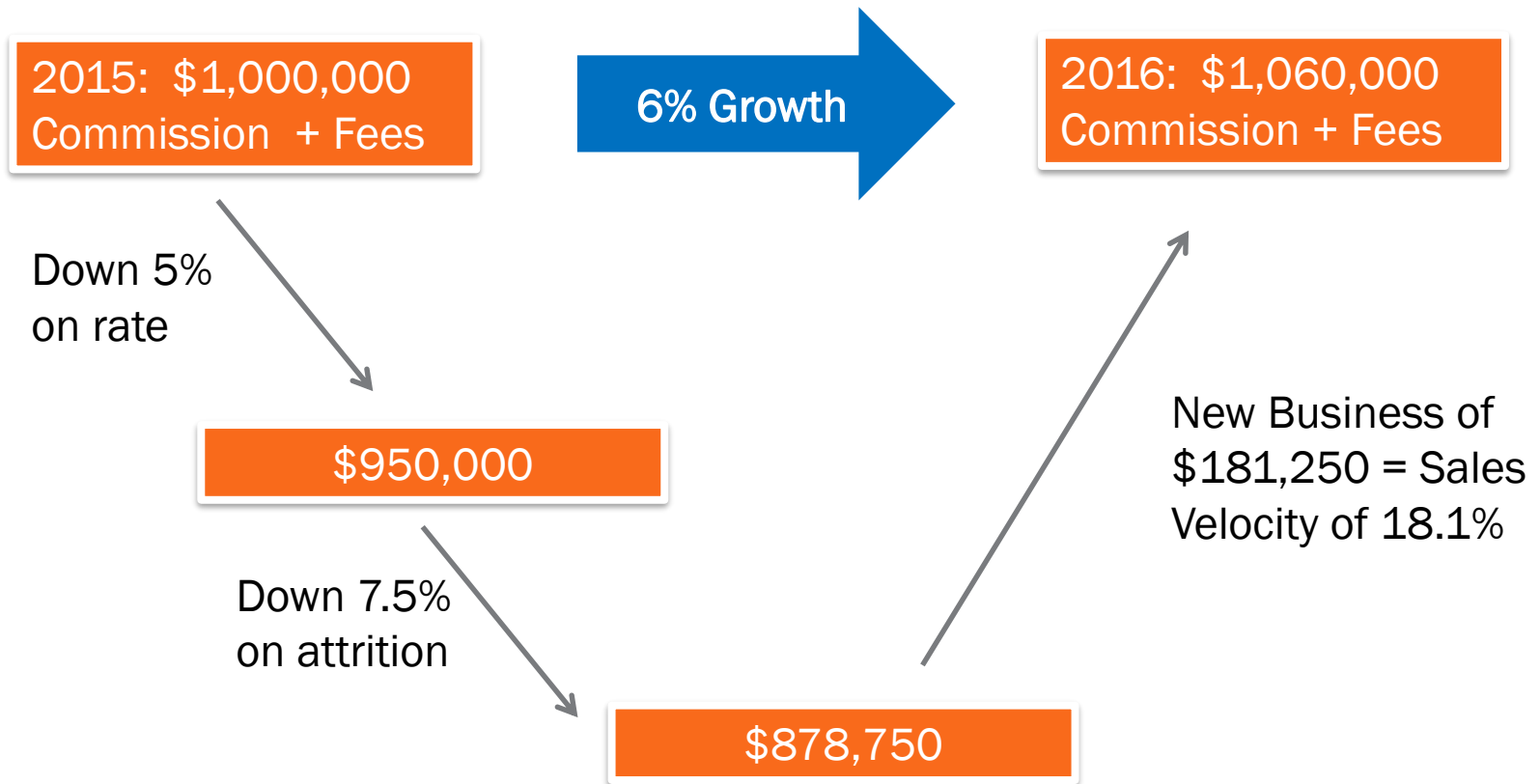


## Determining Agency Sales Velocity

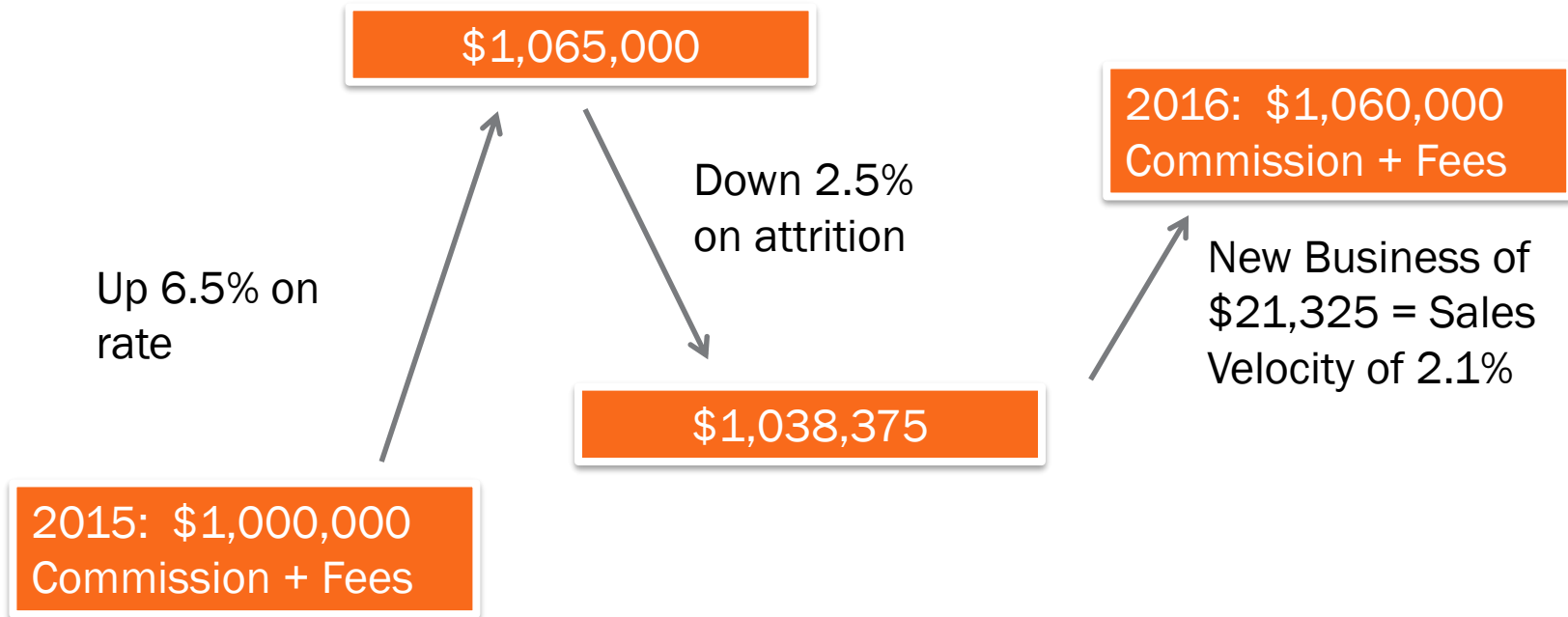
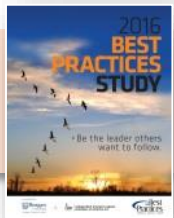


Sales Velocity is the new business variable in determining organic growth

# Multiple Stories Behind 6% Growth

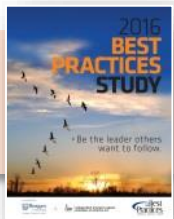


# Multiple Stories Behind 6% Growth

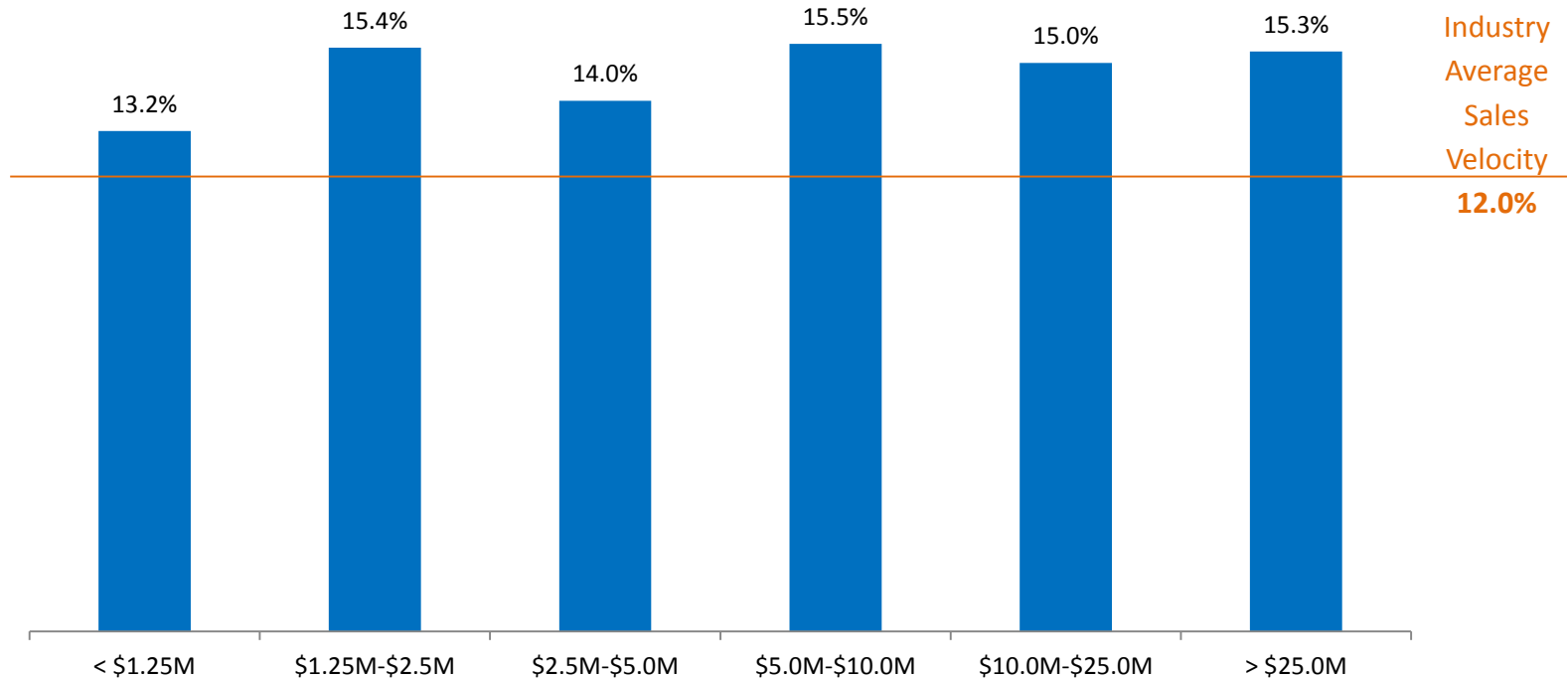


Same growth ... very different growth culture

# Sales Velocity



### Sales Velocity of BPS Firms by Size Category



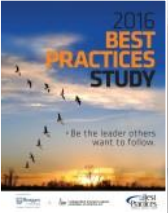
Source: 2016 Best Practices Study

# How do BPS agencies generate high SV?



- They build cultures of accountability where producers must consistently produce new business at levels consistent with other BPS agencies
- They aggressively invest in recruiting and developing young producers





# Thanks to the 2016 Best Practices Sponsors



Their support of this industry initiative is an invaluable investment in the health of insurance agencies across the country.