

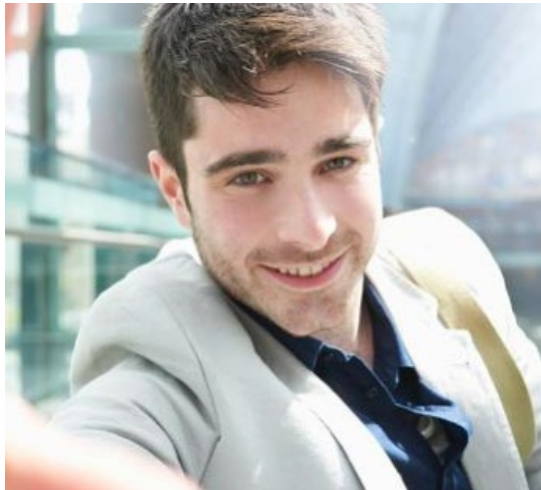
HUNGRY HANK

AGE: 24
TENURE: 0 - 4 years
ROLE: Producer
LOCATION: Raleigh, NC

NETWORKED

TECH-SAVVY

LET'S TRY IT!



"Business shouldn't be boring. Access to the right tech and social media enables me to connect with people, write more business, help my insureds."

BIO

Rookie learning the business; intrapreneur attracted to working for a small business that helps people.

NEEDS

Make new connections; access to mentors to learn the business; ability to qualify leads quickly; motivated by emotional payback from my work (helping people versus making money)

GOALS

Grow my network and income; always be learning; have cool experiences; give back

MOTIVATORS

Unlimited income potential; freedom to work when and how I want to; appeal of working for a small business - no corporate BS

HOW WE HELP

Prospect magnet! Agency Nation Insiders helps new agents gain digital visibility to drive new relationships online referral generator minimizes cold calling by generating inbound leads, complements his digital life.

WHERE HE GOES FOR INFORMATION

Social media; ESPN; Carrier resources; How to sell resources (online, books,, industry blogs like Agency Nation, etc.)

PRODUCER APPETITE

Small Businesses | Large Businesses

More time than money | More money than time

TECHNOLOGY COMPETENCY

Innovator | Early majority | Majority

Desktop Environment



Mobile Environment



Social Media Presence

