

THE TEN MOST IMPORTANT QUESTIONS

TO ASK A POTENTIAL AGENT

1. How long have you been in business?
2. How big is your agency (one man or multi-person) and what territory do you cover?
3. How many lines do you currently handle?
4. What are some of your other products and how will mine fit in?
5. Do you have any references?
6. What is your commission rate and when do you expect to be paid?
7. What do you expect in the area of literature and/or sales aids?
8. What level of sales of my product do you anticipate to achieve over the next 12 months?
9. How often do you usually see or speak with your principles?
10. What terms would you like written into our agreement?

Remember: They are also choosing you!