



VIRTUAL MARSHBERRY 360

GET THE **FULL VIEW** OF M&A AND ORGANIC GROWTH
.....
YOUR NEXT 90-DAY SALES STRATEGY RECAP



**FRANK
COX**
MARSHBERRY
VICE PRESIDENT

Throw out your five-year plan...for now... and redefine what success looks like for the next 90 days.

During Thursday's presentation **MarshBerry's Vice President, Frank Cox**, discussed lessons learned from the last 45 days, driving efficiencies during the "new normal" and how to really differentiate your firm now.

E: Frank.Cox@MarshBerry.com
O: (616) 426-8522

Frank Cox joined the MarshBerry team in April 2019 with over ten years of experience in insurance sales, leadership development training/coaching/mentorship, public speaking, sales training, and senior executive management. Frank is responsible for providing management consultation and sales leadership to MarshBerry's portfolio of Insurance Brokerage clients as well as internal sales, coaching, training, and strategic planning. Prior to MarshBerry, Frank worked as a Senior Vice President and Chief Sales Officer at USI Insurance Services, LLC. Responsibilities there included Property & Casualty and Employee Benefits Sales Leadership, and Senior Operations Management.



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YOUR NEXT 90-DAY SALES STRATEGY TAKEAWAYS



FRANK'S RECOMMENDED READS



Seven Habits of Highly Effective People

Stephen Covey

Magic of Thinking Big

David Schwartz

How I Raised Myself From Failure to Success in Selling

Frank Bettger

Personality Plus

Florence Littauer

Go-Giver

Bob Burg

GET A GRIP! (DAYS 1-30)

Evaluate your team's talent and capabilities. Do you have the right number of producers and the right resources to support them to drive success? Check your prospect lists for quantity and quality. Take stock of your talent AND opportunities.

BUILD MOMENTUM (DAYS 31-60)

Focus on people and leadership development. A strong firm is built on the cornerstone of having a well-rounded sales organization that identifies prospects and nurtures relationships.

SUSTAIN MOMENTUM (DAYS 61-90)

To make the momentum you've developed sustainable, the process must be repeatable. With enough repetition and consistency, it becomes muscle memory for your producers.

PREDICTABLE GROWTH (DAY 91+)

Predictable, profitable organic growth. This is what every organization strives to achieve. If you set-up the roadmap properly, through deliberate planning and focus, you can accomplish this outcome, and it doesn't have to take five years or a year to get there.



MARSHBERRY

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28601 Chagrin Boulevard, Suite 400, Woodmere, OH 44122 | (440) 354-3230 | www.MarshBerry.com