

## **A Profession We generate benefits**

Each sale makes it possible to guarantee personal economic stability; it may provide for family maintenance, proper human medical care or reinstatement of economic loss occurred in any event or contingency and it may be the financial answer to many needs in the business field. The Life Insurance Producer's job is to sell security and safeguard the continuity of the same through adequate service. The Policy sold by the Life Insurance Producer seems to be a plain piece of paper; nevertheless, just at the right time, when people need it most, it becomes moral support, economic stability and dignity for them.

Precisely due to the significant part those Insurance Policies represent in the survival of so many people, it is not difficult to understand the reason for their existence. Despite the fact that many people recognize the importance Life Insurance represents, very few show their personal initiative to buy a policy because they actually do not worry about their protection or that of their loved ones. People need to be sold the idea of contributing with something to guarantee their future. Professional Life Insurance Producers who are well qualified to do that job are indispensable for society, in order to provide answers appealing to wisdom and common sense. In few words, the Life Insurance Producer's job is to persuade people to buy guaranteed protection. As a Life Insurance Producer you will be a financial adviser and much more, but mainly a sales representative. All aspects of the profession are important, nonetheless the Life Insurance Producer's success depends on his sales.

Basically, the Life Insurance Producer looks for and establishes contact with people who are potential clients, interviews them to determine their insurance needs, shows them how insurance can fulfill those needs and persuades them to make a decision in that respect. Essentially you will visit a clientele built by yourself, and will advise it about the most appropriate volume and type of insurance for their needs and financial situation.

Besides, Life Insurance Producers develop a steady service relationship with their clients. Few sales representatives in other industries come to develop ties as the one that exists traditionally among Life Insurance Producers and their clients. That is why Life Insurance Producers are considered Financial Advisors. The most outstanding Life Insurance Producers develop a career and grow by giving continuous service to their clients, who in turn will provide them with additional sales as circumstances change.