

# DANGERS OF SUCCESSFUL PRODUCERS & PRACTICES

*Recognizing Opportunities is the First Step to Success*

<input type="checkbox"/> Lack of new associate/ protégé	<input type="checkbox"/> No real marketing plan in place	<input type="checkbox"/> Lack of client segmentation	<input type="checkbox"/> Lack of "Tier 1/A" clients	<input type="checkbox"/> Sub-par technology	<input type="checkbox"/> Expenses too high	<input type="checkbox"/> Lack of advanced training
<input type="checkbox"/> Lack of tiered client service model	<input type="checkbox"/> Inadequate staff support	<input type="checkbox"/> Lack of experienced licensed staff	<input type="checkbox"/> Too much time spent with customer service	<input type="checkbox"/> Bogged down by compliance	<input type="checkbox"/> No business continuation plan	<input type="checkbox"/> Not enough billable hours per week
<input type="checkbox"/> Lack of strategic marketing plan	<input type="checkbox"/> Most of my income is from first-year commissions	<input type="checkbox"/> Not enough residual/ recurring income	<input type="checkbox"/> Lack of expertise/ specialist infrastructure	<input type="checkbox"/> Lack of professional environment	<input type="checkbox"/> Lack of strategic alliances	<input type="checkbox"/> I do work that I should be delegating to others – stop/start/ continue

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