



# Hard Market Selling

*Scott M. Primiano*

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As the new economy continues to emerge from the rubble created by the current global economic disaster, re-insurers, carriers, and agencies, along with the five million people working in the insurance industry, are scrambling to redefine their place in the market and return to prosperity. *Hard Market Selling: Thriving in the New Insurance Era* provides them with the tools to do so.

*Hard Market Selling* guides each reader down a path of self-discovery and performance improvement. Starting with a state-of-the-industry: what's right, what's wrong, what needs to change, and how the changes will effect the market, the reader is challenged to cast aside traditional, "legacy" presumptions, historical performance benchmarks, and antiquated selling styles and replace them with an innovative, relationship-driven client development and service strategy that promotes value delivery, integrity, and partnership.

Novel as this approach will appear, it's based on ten years of functional, hands-on field experience. *Hard Market Selling* is not another "how to" book about the process of selling and servicing products. There are already plenty of those, and none of them effectively weigh in with any remedies for the real-life, day-to-day struggles of the professionals in the insurance industry.

*Hard Market Selling* brings methods and motivation together in the context of the down-to-earth reality experienced by the average producer, underwriter, account executive, agency principal, and customer service representative. It is an insider's guide for survival and achievement within an industry that is rapidly redefining itself.

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