

Insurance Agency Referral Survey Results

August 11th, 2016

QUESTION: Rank the reasons why you think your team doesn't get more referrals/recommendations.

Cumulative Results (Weighted Score)

#1 Reason (464)

THEY DON'T ASK, because they **don't remember to ask**

#2 Reason (448)

THEY DON'T ASK, because they **don't know how to ask effectively**

#3 Reason (445)

THEY DON'T ASK, because they think they've **already taken too much of the customer's time**

#4 Reason (405)

THEY DON'T ASK, because they feel they **already sold them something and don't want to ask for something additional**

#5 Reason (352)

THEY DON'T ASK, because they think they **don't deserve to get referred or are embarrassed to ask**

#6 Reason (332)

THEY DON'T ASK, because when they did **in the past it didn't get good results**

#7 Reason (292)

THEY DON'T ASK, because they think there is **not a big enough incentive for customer** to provide a referral

#8 Reason (250)

THEY ASK, but customers are unwilling to provide them at the time

Referrals/Recommendations Per Staff Member:

Average: 2.95

Median: 2.27

*Survey conducted by Agency Marketing Machine using Survey Monkey, from July 22nd to August 11th. 80 total unique agent responses across the U.S.