

Heat of the Summer....

As we enter into the dog days of summer, it is easy to think of the lake, the beach, the kid's band camp, or the upcoming baseball season. But, just beyond those thoughts is the crunch time of most agencies....4th quarter and planning for the New Year. It is easy to lean back, relax, and take a moment to breathe. It is vital to replenish your "tank" to prepare for the final push of year-end.

This is also a great time to "prime the pump". This is the time to look at last year and analyze what we could have done differently to be more prepared or more effective. This is a time to see what actions can be taken now, or have everything ready to pull the trigger later. Successful people use times like this to catch up and pre-load.

Beginning the 8th month of the year, August, we are more than half way to year-end. And, in this upcoming time, we have Labor Day, Thanksgiving, Christmas, and that "dead week" at the end of the year. Subtract out all those times, and plot a course for success.

Start thinking about next year, and how you can get your agency in front of more people, and with more credibility. One way is to make sure you have one of the industry's top designations...the Certified Professional Insurance Agent (CPIA). If you need to renew, finish, or even start the process, check out the CPIA class being offered in September. You can also add credibility to your agency by making sure that the PIA logo is included on all your business cards, stationary, website, and even email signatures. This shows your clients that you are truly committed to professionalism. Finally, you can tap into all the different branding resources available to PIA members through the state and national association webpages. To support this, PIA of Tennessee will be recognizing an agency each week who proudly displays the PIA logo in different ways.

We are always here to support you in your efforts to grow your agency and serve your clients.

Sincerely,

Kristopher Mark Fisher, CPIA, LUTCF

Executive Director / Chief Executive Officer

PIA of Tennessee

Phone: (615) 823-5057

Fax: 615-771-3456

kfisher@piatn.com



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