

**THE SUCCESSFUL AGENT:
PRACTICAL
HINTS FOR THE SELLER OF
LIFE INSURANCE**

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The successful agent: practical hints for the seller of life insurance by William Alexander

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WILLIAM ALEXANDER

**THE SUCCESSFUL AGENT:
PRACTICAL
HINTS FOR THE SELLER OF
LIFE INSURANCE**

The Successful Agent

PRACTICAL HINTS FOR THE
SELLER OF LIFE INSURANCE

THE PRINCIPLES OF INSURANCE EXPLAINED
SO SIMPLY THAT ANY LAYMAN
CAN READILY UNDERSTAND

By WILLIAM ALEXANDER

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PREFACE

The object of this book is practical; to tell the agent what he must know to be successful in selling life insurance.

The author believes that he is competent to give advice because he has had thirty years of experience, during which time he has given a great deal of attention to the instruction of agents, and has seen the practical results of his work.

His identification with a particular company, moreover, has given him a knowledge of which the outsider is ignorant. Indeed, experience shows that the mere theorist, or the man acquainted with field work only, lacks much necessary information. Hence the author believes that he enjoys a distinct advantage as a teacher.

His aim is to give information which shall be as useful to the agent of one company as to the agent of another. In this volume he advocates no company or companies, and champions only the great cause of LIFE INSURANCE.

It is his hope that any agent who reads will find the book a means of increasing his income; and that any layman who reads will recognize its teachings as disinterested and unbiased.

While these explanations are primarily for beginners, it is believed that much will be found of use by

veteran agents, or by the employers of canvassers, as well as by laymen who seek enlightenment regarding the so-called mysteries of life insurance.

In the early chapters some elementary truths are necessarily discussed. If the reader should skip these as unimportant or dry, it is doubtful whether the body of the book will prove either entertaining or profitable; for unless the A, B, C of the subject is learned the language used thereafter will be obscure, and the lessons taught will have little practical value.

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