BenefitLab.ai

Where benefits knowledge meets practical AI.

Leverage for Insurance Agents

Part 2 Creating Leverage

Lesson 13: Leverage Through Benchmarking

Knowledge | Strategy | Growth

Don't Operate in Isolation

- If you are only relying on your own experience, you are limiting how fast you can improve.
- You are learning everything the hard way.

Learn From Others

- Benchmarking allows you to learn from the experience of others instead of having to figure everything out yourself.

Where This Comes From

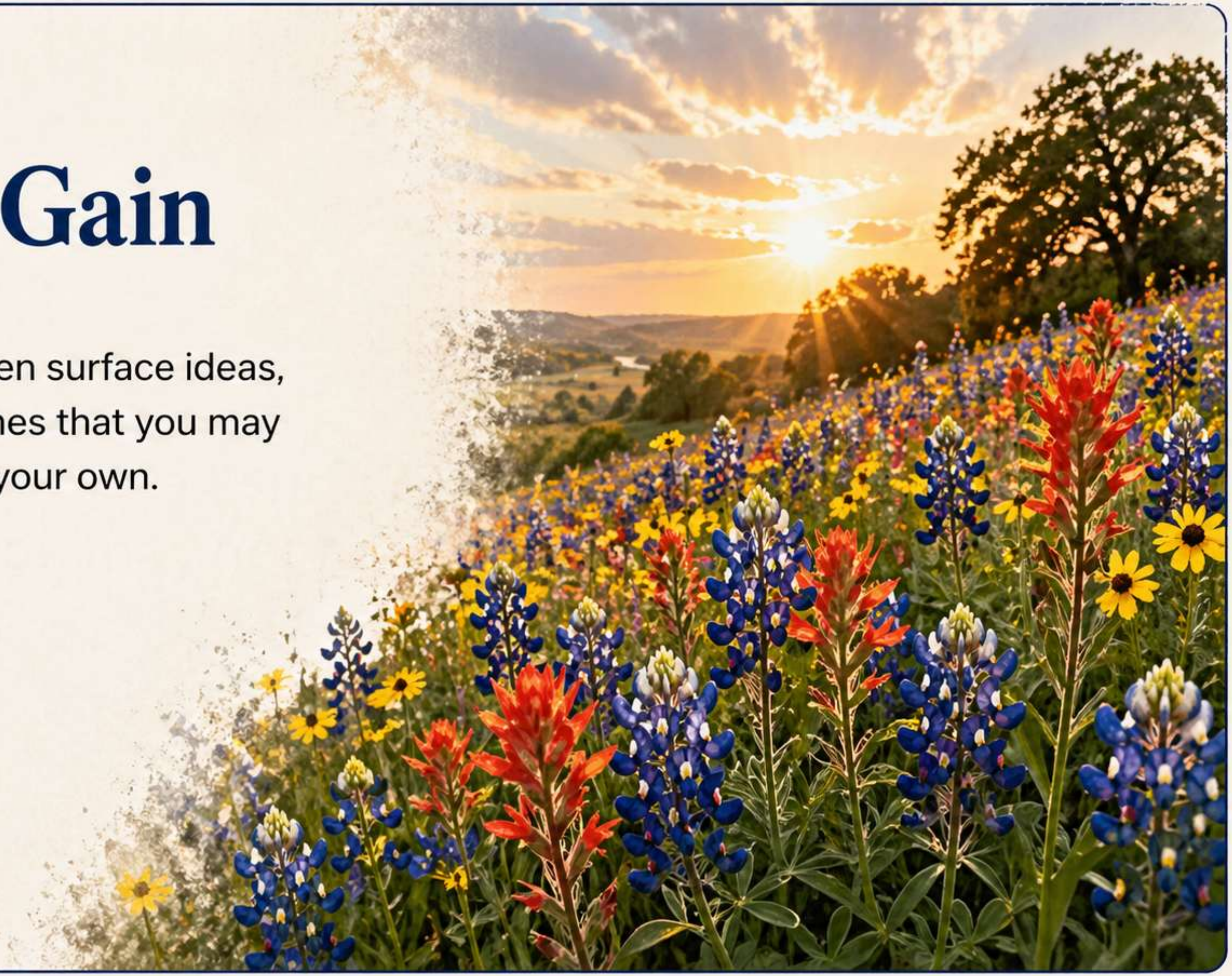
- Industry groups
- Mastermind groups
- Agent relationships
- Conversations and meetups

- This information can come from a variety of sources.

- Industry groups, associations, mastermind groups, informal relationships, and even simple conversations over lunch.

What You Gain

- These conversations often surface ideas, strategies, and approaches that you may not have considered on your own.

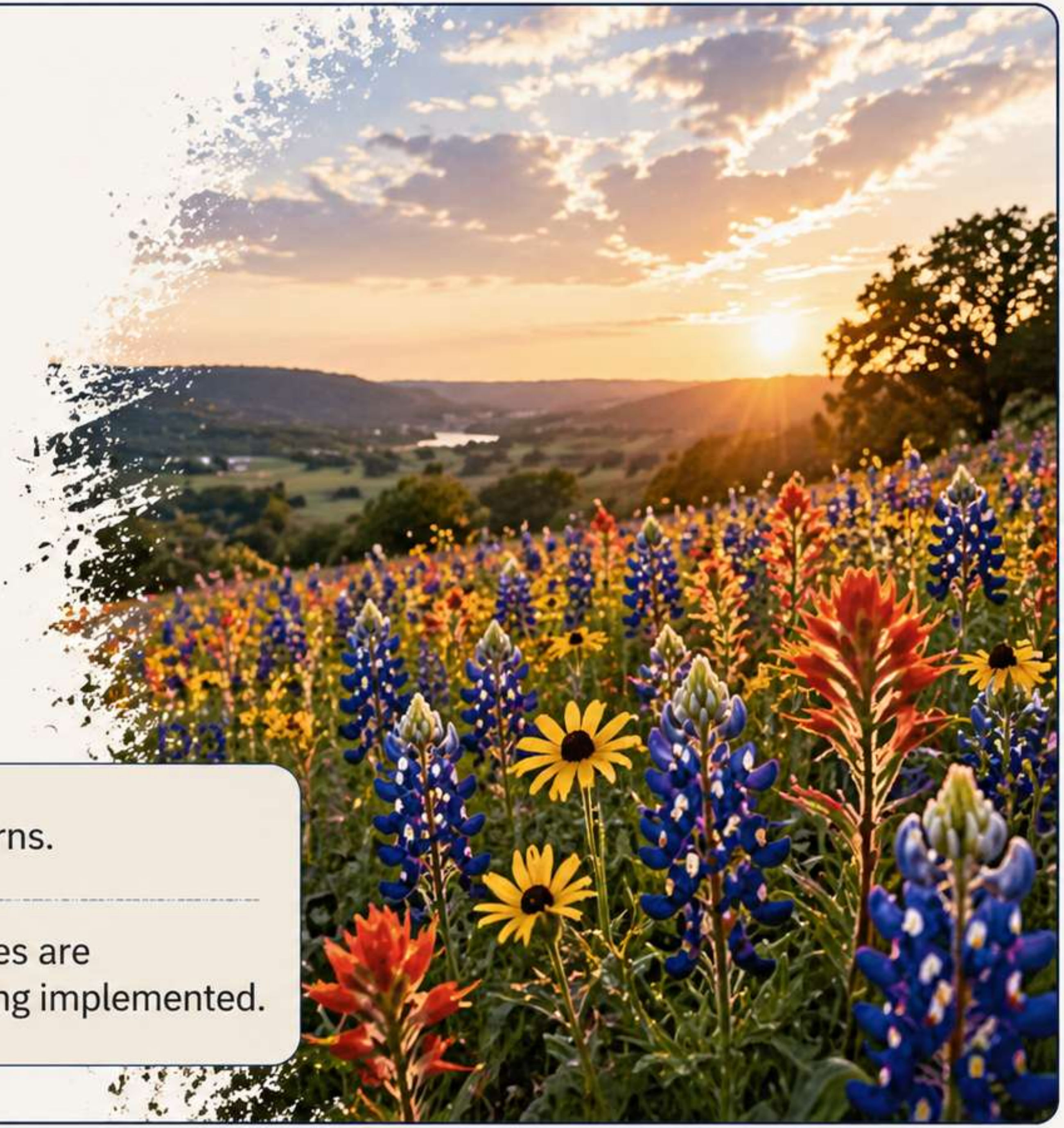


Capture What You Learn

- There is value in capturing this information in your knowledge base.

What to Capture

- What are others doing
- What strategies are gaining traction
- What solutions are being used

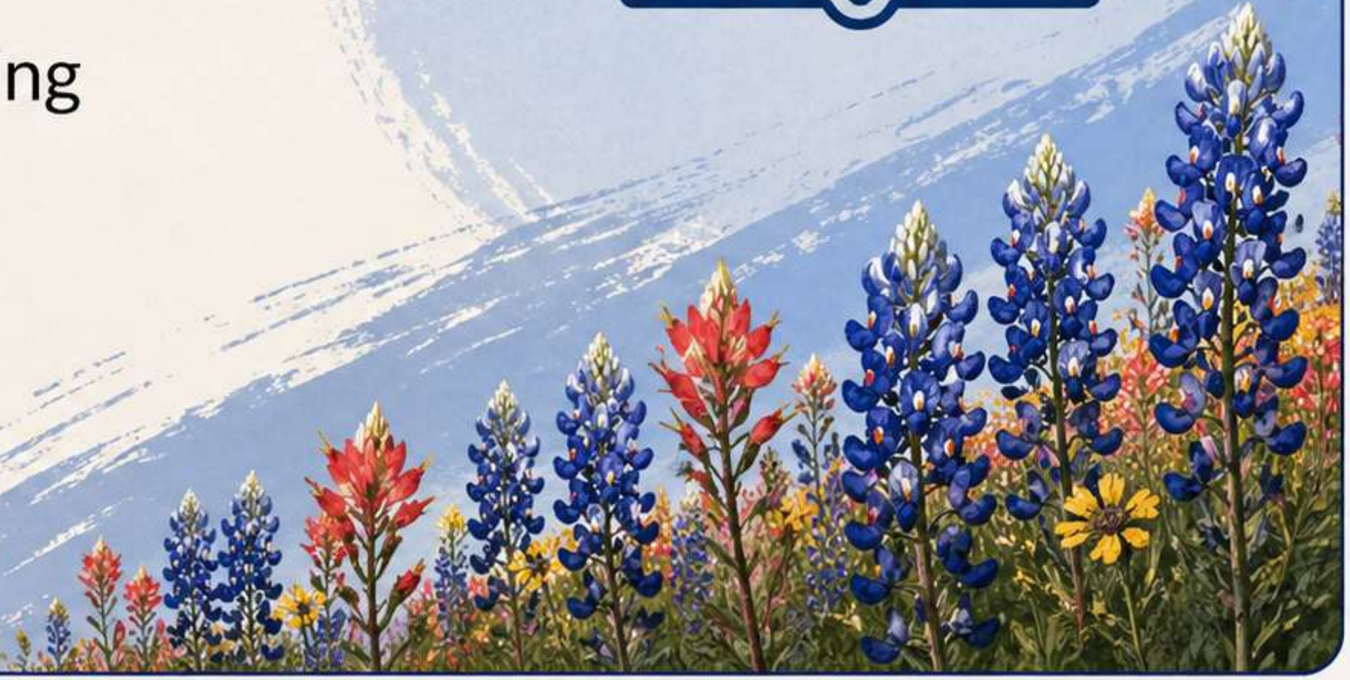


You want to start paying attention to patterns.

What are other agents doing, what strategies are gaining traction, and what solutions are being implemented.

Continuing Education Insight

- We see some of this in continuing education settings as well.



Real-Time Data

Polling questions can reveal what others are doing in real time.

Those results give you insight into trends and common practices across the industry.

Why This Matters

- Over time, collecting and reviewing this type of information helps you make better decisions and stay competitive.

Don’t Copy – Filter

- The goal is **not** to copy everything others are doing.

- The goal is to be **aware** of what is working and consider how it applies to your clients.

Simple Rule

- If multiple people are doing something, it is worth understanding why.

As you combine what you know with what others are doing, your perspective starts to expand.

- And that opens up another level of leverage.

What do you think?

Do you agree that it's important to know what other agents are doing and stay on top of trends in the industry?