

The Million-Dollar Producer Playbook

	Mindset	Sales	Network
\$1.5 Million	Think Like An Owner	Rise With Sales Velocity	Mentor The Next Producer
	Trust Is The Bottleneck	Become The Trusted Advisor	Partner, Don't Hoard
	Delegate To Multiply	Tke Takeaway	Become The Name They Call
\$1 Million	Niche Down To Scale Up	Fire The Wrong Accounts	Court Your COIs
	Progress Over Perfection	Proof Before The Pitch	Round Out The Relationship
	Confidence Is Key	Control The Objection	Cut The Losses
\$500K	Sprint To \$500K	Go For The "No"	Who Do You Know?
	Activity, Activity, Activity	Sell Value, Not Insurance	Brand Yourself
	Lean Into Failure	Speak The Language	Run With Winners