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Introduction

This “FFR In A Box” Manual is based on the FFR and New Business Marketing and Follow-Up System implemented and currently being utilized in the Farmers Insurance Agency of Jon Gull, El Dorado, KS. Pieces of the program and or tools have been modified slightly, but the main ingredients, consistency and systematic approach have not been altered. We all know FFR’s help our businesses in many ways, we all know that they work; however unless approached on a consistent systematic basis, the success is hit and miss. Jon has provided us with a simple to use, yet effective format that any size agency from 50 to 5,000 policies can benefit from. Please, take this system and implement it into your agency today, *It Will Help You and Your Agency Go From “GOOD TO GREAT”*.