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## A good script is key to insurance client conversations

Ad-libbing is for amateurs. Here's why.

By **Troy Korsgaden** | March 12, 2019 at 12:00 AM

Ad-libbing, or making up spontaneous answers to questions, is not the way to provide unrivaled, confident service to your customers. (iStock)

Insurance industry icon and consultant Garry Kinder (<http://kinderbrothers.com/>), along with his brother, Jack, trained me back in the 1980s. Garry says, "Ad libs are for amateurs, and all pros practice."

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VICTORIA SPEARS (/AUTHOR/PROFILE/VICTORIA-SPEARS/) | JULY 19, 2019

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It's important insurers learn lessons from the heavy hurricane seasons of recent memory and ensure the best possible

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Join us this Tuesday for a free webinar examining the many issues insurers face as they venture into the cannabis world.

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