



anson ross thompson

BIO

Anson Ross “Andy” Thompson is CEO of The Thompson Group, an independent insurance agency located in Beautiful Parker City, Indiana.

For the last 15 years, Anson has been using some very creative ways to gain clients, and recently has started sharing his stories and strategies with various groups around the country. His soon-to-be-published book, *Find the Pain, Heal the Pain, Show the Love*, is a collection of sales and sales management techniques that he has used with his own business.

His current marketing campaign, “Naked Insurance,” has been turning heads and opening up doors for his sales force. If you want something different, contact Anson’s booking agent Dakota Crabtree. (If you want the same old, boring, I-can't-sell-but-can-tell-YOU-how-to-sell-bull, then please don't hire Anson.)

For booking, please call 800-886-6655

What Do
You *Need*?



anson ross thompson

SPEAKING OPTIONS

Over the past 15 years, Anson has developed several different modules tailored to fit a multitude of businesses. Below is a sample of his topics.

“The Buyer’s Cycle”

Buyers have a “Four Stage Cycle.” Find out what they are and some tools to help break the cycle.

“Networking”

Relive the old school styles of networking and become familiar with new, integrated ways to connect.

“Prospecting”

A simple system to help track your sales people by the minute.

“Find the Pain, Heal the Pain, Show the Love”

This system is broken down into three segments, and includes:

Finding Pain: 30-second commercial, Upfront agreements, Pain Indicator vs. Pain

Healing Pain: Your Work is *not* free, Charging to quote, Coming in second after the race is over

Showing Love: It’s a system, Today’s clients, Love = Referrals

For booking, please call 800-886-6655