



RETAIL SALES MANAGERS: FROM MANAGING A STORE TO OWNING A BUSINESS

Many successful Farmers agency owners did not begin their careers in insurance. In fact, some of the most successful agency owners come from sales, management, finance, real estate, hospitality, and other customer-focused industries where they developed the skills necessary to lead a business.

Retail leaders spend their careers:

- ✓ Driving revenue
- ✓ Managing employees
- ✓ Solving customer problems
- ✓ Coaching teams
- ✓ Operating a business unit
- ✓ Achieving performance goals

The Reality

Every day, Retail Sales leaders drive revenue, manage employees, solve operational challenges, and create exceptional customer experiences. Agency ownership simply allows you to apply those same skills while building something of your own.

No insurance experience?

No worries. Farmers provides training, systems, and support designed to help business-minded professionals transition into agency ownership.