A Day in the Life of an LSP

The daily cadence of a high-performing Licensed Sales Professional

TIME FRAME	ACTIVITY	MEASUREMENTS
30 minutes	**Time Management & Planning**	Plan your day — priorities first. Wrap up anything left undone yesterday. Check email, AgencyZoom tasks/to-dos, and the referral pipeline. Send any social-media post requests to marketing.
5.5 hours/day Dedicate the bulk of your day to drumming up and writing business.	**Cross-Sales / Win-Backs / Old Leads / X-Dates**	Mine for new quotes: monoline customers, termination/cancellation lists, upcoming X-dates (AgencyZoom Next Expiration Date), and alliance/carrier audits. Review notes on AgencyZoom lead and customer cards, and work the renewal pipeline's at-risk accounts (claims, rate increases, or no recent contact) for cross-sell and retention opportunities. Update your own x-dates and follow-ups.
Aim for 3 hours of talk time daily.	**Quoting / Binding**	Follow up with current prospects to close deals. **Daily standard:** 4-10-80 — 4 policies sold, 10 household quotes, 80 calls. **Target ≈ 60 policies/month.** **Floor:** 3-10-80 is the minimum to hold the seat.
1 hour	**Thank-Yous & Referrals**	Call to thank mortgage reps you've worked with. **Clients:** ask for a face-to-face meeting (Tues–Thurs). Send thank-you cards to clients you just wrote — and ask for referrals. Reach out to real-estate contacts; offer trainings or joint events. Partner with **one new mortgage rep** and **one new real-estate partner** each month. Make a friend.
30 minutes	**Paperwork & Admin**	Admin, paperwork, and file maintenance.
30 minutes	**Sharpen the Saw**	30 minutes of sales/coaching training videos each day to keep your skills sharp.