



## How Sales Reps Can Differentiate Themselves in the Market

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Barry Lundquist is Eastport's founder and principal. Barry's professional background includes 30 years of insurance industry success in sales, sales leadership, and senior executive management roles including Senior Vice President – Sales/Chief Sales Officer at Paul Revere, Senior Vice President – Sales at Provident and Vice President – Strategic Initiatives at Unum. In 2000, Barry founded and became Managing Principal of Eastport Marketing Group, a consulting and marketing services firm dedicated to helping insurance companies and distributors of insurance products improve their results. In addition to his Eastport responsibilities, Barry has served as Interim President of the Council for Disability Awareness from May, 2009.