

What are you doing to improve the sales effectiveness of each individual producer on your sales force? What does their sales activity look like, and what does that tell you about their training and development needs? Do they have a sales plan? Who are they calling on? Are they properly qualifying their leads? How sophisticated are they in calling on larger, more complicated risks? Who are the medium and small accounts they are pursuing, and are they closing the majority of business they quote? Are they working smart, targeting, and effectively leveraging their knowledge and expertise? Do they know how to build their referral network and generate referral business (and then do they do it)? These are questions every agency and broker in this business should be asking. This seminar will help you find the answers, as well as develop, implement and monitor solutions to these challenging issues. If sales is a priority for your organization, if your sales management effort has any room for improvement, this seminar is a must! Attendees include agency owners, sales managers, and individuals with formal sales management duties mixed in with personal production and/or other duties. The seminar is a half day program.

Seminar Overview / Program Content

▪ Challenges In Building A Sales Organization

- Challenges facing agents and brokers today
- Typical sales management scenarios and typical weak areas

▪ The Role And Responsibilities Of A Sales Manager Formalizing The Function

▪ Creating A More Sales Oriented Atmosphere

- How sales oriented is your agency?
- The profile of a sales oriented organization

▪ Developing Your Individual Producers And Creating A Sales Force

- Essential sales skills and the key contributors to producer success or failure
- Identifying top performers and recognizing sales success potential
- Coaching and joint calls
- Developing an ongoing training & development program

▪ Producer Performance Reviews

- Selling clear sales goals and expectations
- Sales activity reports – analyzing and interpreting key sales ratios

▪ Conducting Meaningful Sales Meetings

▪ Helping Producers Create Sales Plans

- A more strategic approach to your marketplace

▪ Time Management –

Developing A More Systematic Approach

- Juggling multiple competing priorities & managing people, meetings and delegations

▪ Winning Sales Strategies

▪ Developing A Sales Management Plan Of Action