

2017 Midwest

# ELITE FORCE

## SALES TRAINING SCHOOL

The Elite Force program is designed to be complete training for young producers who have a basic understanding of sales and need a strong education to transform them into production superstars.

The course consists of 12 full days of training, completed three days at a time, quarterly, in Jefferson City, Mo. Classroom training is augmented by extensive study at home and in the office, using books and videos from some of the industry's best.

*\*Note - the first day of class has been restructured to include sales management training for the mentors based on the techniques taught in the Elite program.*

The Elite Force Sales Training School is approved by IIBA for the Associate in Insurance Production (AIP) designation. This course is recommended for producers with less than three years experience in sales and less than five in the industry.

### TWELVE DAY SCHEDULE

**MAY 8-10, 2017**

• **FIRST QUARTER** •

\*Note: Mentors attend first day.

#### *The Numbers Game*

Goal setting and planning; an in-depth look at how to properly set sales goals.

#### *Prospecting & Target Marketing*

Risk Management basics, prospecting tools, suspects vs. prospects, tracking and reporting.

#### *Perception, Power and Performance*

Personal discovery: How personalities affect the sale—how to recognize your client's buying style, how to use personalities to enhance perception, power, and performance.

#### *Consultative Relationships*

Why "the close" is only part of the sale. How to gain long-term customer confidence. Ethics are key! Selling skills - probing, listening, body language, the FAB.

#### *"Why Me" & Time Management*

The "Why Me" statement and learning to manage a salesperson's most critical tool: **time**.

#### *The Perfect Sale*

Learn one specific method we've found to help you and your client decide exactly how you can create the perfect sale.

**AUG. 7-9, 2017**

• **SECOND QUARTER** •

#### *Learning as a Lifestyle*

Be successful on a long-term basis, and stay on track for life. Persistence - not resistance. Learn how people process information as a way to close more sales.

#### *Six Steps to Success*

This is a review of the psychology of the sales process as it applies to the sales person, applying the watchwords of the Elite Force: discipline, persistence and consistency.

#### *Marketing for Success*

Target marketing, data gathering, selling to your underwriter, submissions, social marketing; The Complete Sale.

#### *Conflict and Politics*

This two part class covers how to manage conflict and the impact of politics on the independent agency system.

#### *Referrals!*

Learn from Roger Sitkin's popular methods to sell by referral only! Explore cross-selling and up-selling methods for exponential sales.

#### *Managing the Sales Process*

Best Practices: Creating a Sales Culture, especially adapted for the new producer. How do the best become the best?

**NOV. 6-8, 2017**

• **THIRD QUARTER** •

#### *War Stories*

Case analysis based on the student's actual experiences in the first half. What works? Why?

#### *The Presentation*

Proposals, rehearsals, polishing presentations skills - what works for various situations.

#### *The Negotiations*

Learn how to negotiate with your underwriter and the client.

#### *Case Studies and Practice*

Practice presentations and proposals, working out the kinks to make the best possible impression on the client when you are back in the "real world."

#### *Team Work and the Case Analysis*

Learn about in-depth account analysis involving the sales/CSR team. Identify suspect vs. prospect.

#### *The Interview*

How to find out what the customer really wants. How and when to walk away!

**FEB. 5-7, 2018**

• **FOURTH QUARTER** •

#### *Business Etiquette*

First impressions, networking, personal style, telephone manners - and why to bother.

#### *To Close or Not to Close*

When and how to use closes, tips from some of the very best in the sales business.

#### *The Customer as King*

Dealing with tough customers, sales after the sale, listening skills, get them to come back.

#### *The Triangle*

How the carrier relationship is the critical third leg of the stool, contract issues, more on accountability.

#### *Motivation for the Long Run*

Stress Management: What will work best to keep you moving even when it gets tough? Attitude really counts!

#### *Your Sales Style*

Now that the multitude of sales methods have been explored, how do you bring it all together and what will be your long-term plan?