

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?

ELITE FORCE SALES TRAINING SCHOOL

A Best Practices™ Sales Program

Application for school year beginning May, 2017

1Q: May 8-10 • 2Q: Aug. 7-9 • 3Q: Nov. 6-8 • 4Q: Feb. 5-7, 2018

Tuition for the 12 days is \$2,800 for members of a state association that is a member of IIABA. Tuition for those who are non-members is \$5,600 for the 12 days. In addition to instruction and production tracking, **tuition includes:** hotel accommodations in Jefferson City, for two days per quarter (three days the first quarter); most meals during the sessions; and all course materials and books (including a significant sales library). **Note - tuition also includes a day of sales management training built into the first day of class for mentors, as well as one night's hotel stay (Sunday, May 7) and a welcome reception.*

Class size is limited to 16 eligible students. Upon acceptance and registration for the class, accommodations will be made through your event coordinator.

Please complete the application below, and attach a resume.

Name: _____ Badge Name: _____ Title _____

Agency Name & Address: _____

Phone: _____ Your e-mail address: _____

Number of years in insurance: _____ Number of years in sales: _____

Other sales training courses taken (course name/dates taken): _____

Name of Mentor: _____ Mentor's e-mail address: _____

Please tell us why you want to be accepted in this class: _____

How did you hear about this class? _____

Student Signature

Agency Mentor signature

Agency Owner/Principal signature

Signature of this application confirms that the agency mentor chosen understands and accepts his/her responsibility for attending the first day of class, reviewing the student's production reports and encouraging the student's successful completion of the coursework.

Cancellation Policy: You will not receive a refund if you do not notify us before the start of the class. Also, if the student drops out or doesn't complete the course there will be no refund given. You will receive a ninety percent refund if cancellation is received prior to start of class. Full payment is due regardless of the student's successful completion, or alternate accommodations. This course is non-transferable.

Send your application and resume to: Missouri Association of Insurance Agents,

Jeanne Blomberg

jblomberg@moagent.org

P.O. Box 1785

Jefferson City, MO 65102-1785



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