

INSTRUCTORS



Angelynn Heavener, CIC, CPIA. Before joining the staff of the Professional Insurance Agents of Illinois in 1993 as vice president of education, Angie Heavener owned and was a producer for an independent insurance agency. During her agency years, she chaired IIA of Illinois' Education Committee and served on numerous Big "I" committees at the state and national levels. Heavener received the Illinois "Young Agent of the Year" award in 1991. She is currently principal of Insurance Training Plus, a professional training and consulting firm based in St. Louis, and a national faculty member of the Society of Certified Insurance Counselors.



Jason Forge, AIP. Jason Forge started his career with Krueger & James Insurance Agency, North Kansas City, in 2002 as a CSR. He became the personal lines manager in 2004. Forge has since moved to the production side of the business, where he is one of the top producers in his agency. In the spring of 2007, he completed the Elite Force Sales Training School earning the AIP designation. He was also awarded the top commission salesman of his class.



Patrick Clarkin, AIP, AAI. Patrick Clarkin is a producer at the Charles L. Crane Agency in St. Louis, Mo. Clarkin began his insurance career in 2003. Since receiving a Bachelor of Science degree in history and political science from Southern Illinois University of Edwardsville, he has also received his Accredited Advisor of Insurance and Associate in Insurance Production designations. Patrick currently serves on the board for the Hispanic American Society of St. Louis and enjoys cycling, swimming and outdoor activities.



Katie Kochenower, CIC, CRM, AIP. Katie Kochenower has been working in the insurance industry since 1986 and is currently a producer for The Writer Agency in Nebraska. She served as the 2007 president of the Independent Insurance Agents of Nebraska and was named IIAN's "Young Agent of the Year" in 2005. Kochenower teaches CISR classes throughout Nebraska and is a certified instructor for the Elite Force Sales Training School. She also provides pre-licensing training and has developed a series of online collegiate level insurance courses.

How to Apply

Applicants must complete the [official application form](http://www.missouriagent.org), available online at www.missouriagent.org, or by calling 573-893-4301.

Applicants will be considered on a first-come, first-served basis. No registration is confirmed until a completed application and required attachments have been received.

Course Tuition and Benefits

Total tuition of \$2,800 for members of a state association that is a member of IIBA covers:

- Twelve full days of classroom training, completed three days at a time, in quarterly sessions (at the Missouri association headquarters in Jefferson City), augmented by extensive study at home and in the office, using books and videos from some of the industry's best.
- Hotel accommodations for nine nights (and one night for the mentors) at Best Western Capital Inn in Jefferson City, Mo. (There is no reduction in the registration fee if the student does not stay in the designated hotel. Students are encouraged to stay in the hotel to promote networking and reduce distractions.)
- All class workbooks, supplies, reading materials, morning coffee, afternoon refreshments, at least four lunches and after-class activities planned to facilitate relationship building among students.
- Monthly mentoring by MAIA sales staff and individualized student profiles that help to build accountability into the daily habits of the student.
- Approved by IIBA for the Associate in Insurance Production (AIP) designation**, which will be conferred at the 2018 Joint Leadership & Young Agents Conference. (**Attendance at all class sessions and completion of classroom work and written reporting requirements is mandatory.)
- The first day has been restructured to include sales management training for the mentors based on the techniques taught.
 - Help your student set meaningful goals, track results and keep production commitments

*Transforming New Producers
Into Sales Superstars!*

2017 Midwest

ELITE FORCE SALES TRAINING SCHOOL*

Jefferson City, Missouri

12 Day Schedule

May 8-10, 2017

Aug. 7-9, 2017

Nov. 6-8, 2017

Feb. 5-7, 2018

*This course is recommended for agents with fewer than three years experience in sales and fewer than five in the industry.

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And these co-sponsors

IIA of Illinois
IIA of Indiana
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Kan. Assoc. of Insurance Agents
PIIA of Colorado

ELITE WORKS!

What is the “Elite Force”?

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

Developed by independent agents for independent agents, the Elite Force program teaches the **full psychology of the sale**, not just the tricks or gimmicks. The program covers everything from prospecting to data gathering and closing — including time management, negotiation skills, teamwork, relationship building, credibility building and more.

Limited Seating

Limited to 16 students — students receive individual attention during and between class sessions.

Certified Instructors

Taught by certified, experienced, national-level Elite Force Sales instructors.

TESTIMONIALS

What prior Missouri classes had to say...

“I do sincerely believe that the Elite Force education system will continue to have a major impact on my career for many, many years in the future. Likely my entire career.”

“I gained the confidence of going up to future prospects and talking to them.”

“This is a great chance to improve your sales skills and meet new agents who can also give you insight or tips to help you along your way.”

“The entire process of how to generate sales from networking to cold calling has been very good. I have read most of the books distributed ... they too have been very helpful.”

“If you are new to selling, this is a great class to get you out of your comfort zone.”

ELITE FORCE 2017 TWELVE DAY SCHEDULE

MAY 8-10, 2017

• 1ST QUARTER •

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

• 2ND 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

• 3RD 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

• 4TH 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?