



# Florida Association of Insurance Agents Elite Force Sales Training 2007!



Associate In Insurance Production (AIP)

The Florida Association of Insurance Agents proudly presents our 7th annual, **limited-seating program** designed to train the best and brightest in our industry in the most elusive of skills... sales.

Our program is designed to be complete training for young agents (this course is recommended for agents with **less than three (3) years** experience in sales and **less than five (5)** in the industry who have a basic understanding of sales and need the foundation of a strong education to transform them into **superstars in production**.

This program has been approved by IIABA for the Associate in Insurance Production (AIP) designation. This designation will be conferred by IIABA upon all students who complete the classroom work and reporting requirements of the Elite Sales Training course. The designation provides your agency and the student with higher credibility to the public and within the industry.

## Elite Force Sales Training

**Twelve (12) Full Days** of training, done three days at a time, quarterly

### Tallahassee

January 23-25, 2007

April 24-26, 2007

July 24-26, 2007

October 23-25, 2007

Classes will be conducted at the **Chairman's Hall** in the FAIA offices.  
Please see the application form for more details.

We'll provide practical education, and utilize books and videos from some of the industry's best insurance sales professionals.

The class consists of many educational features that have proven essential in the successful development of a sales professional including: role playing, etiquette enhancement, and effective negotiation training.

### The Benefits:

The class will be **limited to conference room-size** so that the students will receive individual attention during and after the classes.

The Elite Force course is designed to **build accountability** into the daily habits of students.

As such, FAIA will contact students monthly via e-mail, and **students are required to report sales activities to FAIA**. That activity will be reviewed quarterly with the AIP class.

### Elite Force Training Works!

Producers in the Elite Force Sales Training class average \$65,000 agency commission in the first year after completing the course!

Sign up today at [www.faia.com](http://www.faia.com)!





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## AIP 2007-Twelve Day Schedule

Q1	Q2	Q3	Q4
<p><b>• DAY ONE •</b> <b>Perception, Power and Performance</b> Personal discovery: How personalities affect the sale — how to recognize your client's buying style.</p> <p><b>Consultative Relationships</b> Why "the close" is only part of the sale. How to gain long-term customer confidence.</p> <p>Ethics are key!</p>	<p><b>• DAY FOUR •</b> <b>Learning as a Lifestyle</b> Be successful on a long-term basis and stay on track for life. Persistence — not resistance.</p> <p><b>Six Steps to Success</b> 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.</p>	<p><b>• DAY SEVEN •</b> <b>War Stories</b> Case analysis based on the students' actual experiences in the first half. What works? Why?</p> <p><b>The Presentation</b> Proposals, rehearsals, polishing presentations skills. Learn what works for various situations.</p>	<p><b>• DAY TEN •</b> <b>Business Etiquette</b> First impressions, networking, personal style, telephone manners — and why to bother.</p> <p><b>To Close or Not to Close</b> When and how to use closes — tips from some of the very best in the sales business.</p>
<p><b>• DAY TWO •</b> <b>The Numbers Game</b> Goal-setting and planning: An in-depth look at how to properly set sales goals.</p> <p><b>Prospecting</b> Risk management basics, prospecting tools, suspects vs. prospects, tracking and reporting.</p>	<p><b>• DAY FIVE •</b> <b>Marketing for Success</b> Target marketing, data gathering, selling to your underwriter, submissions, vertical marketing, the complete sale.</p> <p><b>Managing the Sales Process</b> Best Practices: Creating a Sales Culture, especially adapted for the new producer.</p> <p>How do the best become the best?</p>	<p><b>• DAY EIGHT •</b> <b>The Negotiations</b> Learn how to negotiate with your underwriter and the client.</p> <p><b>Case Studies and Practice</b> 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."</p>	<p><b>• DAY ELEVEN •</b> <b>The Customer as King</b> Dealing with tough customers, sales after the sale, listening skills, get them to come back.</p> <p><b>The Triangle</b> How the carrier relationship is the critical third leg of the stool, contract issues, more on accountability.</p>
<p><b>• DAY THREE •</b> <b>Time Management</b> Learning to manage a salesperson's most critical tool: time.</p> <p><b>The Perfect Sale</b> Learn one specific method we have found to help you and your client decide exactly how you can create the perfect sale.</p>	<p><b>• DAY SIX •</b> <b>Referrals!</b> Learn about Roger Sitkin's popular methods to sell by referral only!</p> <p><b>Conflict and Politics</b> This two-part class covers how to manage conflict, and the impact of politics on the independent agency system.</p>	<p><b>• DAY NINE •</b> <b>Team Work and the Case Analysis</b> Learn about in-depth account analysis involving the sales/CSR team.</p> <p>Identify suspect vs. prospect.</p> <p><b>The Interview</b> How to find out what the customer really wants.</p> <p>How and when to walk away!</p>	<p><b>• DAY TWELVE •</b> <b>Motivation for the Long Run</b> Stress Management: What will work best to keep you moving even when it gets tough?</p> <p>Attitude really counts!</p> <p><b>Your Sales Style</b> Now that the multitude of sales methods have been explored, which will be your long-term plan?</p>



*Information about accommodations will be sent with your confirmation.*

FOR MORE INFORMATION CALL 850-893-4155 OR EMAIL CLASSROOM@FAIA.COM



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### APPLICATION INSTRUCTIONS

Congratulations on taking a step toward great sales success! Please fully complete the application below, and **attach a resume**. Total tuition for the 12 days is \$3,000 for members and \$4,500 for non-members. Members may make 4 quarterly installments of \$750 each. Tuition includes all student workbooks, reading materials, morning coffee, and 2 lunches. Travel, hotel and other expenses are the responsibility of the student. We will require a commitment letter from the agency principal and the student. This letter should state that you understand that once you register you are responsible to complete the course and pay the full tuition (unless you have a hardship). Please also tell us why you want to be in the class.

Name: \_\_\_\_\_

Street/P.O. Box: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Agency: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

# Of years in the insurance industry: \_\_\_\_\_

# Of years in sales: \_\_\_\_\_

Other sales courses taken (*Please Include The Dates*): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Name of mentor/manager: \_\_\_\_\_

Mentor's E-mail address: \_\_\_\_\_

Student's Signature: \_\_\_\_\_

Agency mentor/manager signature: \_\_\_\_\_

### RETURN PAYMENT AND APPLICATION TO:

Florida Association of Insurance Agents  
Attention: Education Department  
Post Office Box 12129  
Tallahassee, Florida 32317-2129



FOR MORE INFORMATION CALL 850-893-4155 OR EMAIL [CLASSROOM@FAIA.COM](mailto:CLASSROOM@FAIA.COM)