



There's Room at the Top. But not for Long.



The Closing Date for Enrolment in the 2010 Elite Force Best Practices Producer Academy is Friday, January 15th.

The first Elite Force Best Practices Producer Academy course in 2009 was highly successful in inspiring and training a select few of our brightest and best to scale new heights in their careers as insurance producers.

Empowering individuals to produce, in the first year alone, incremental commission of at least **ten times** the scale of the initial investment in the course itself, attendees are turning in impressive results even before graduation, as they apply the skills they are gaining.

There are only fourteen spaces for the next wave of top calibre attendees, with the program commencing in Toronto in February.

But the enrolment deadline is Friday, January 15th, so you'd better look sharp and apply.

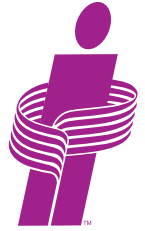
In addition to intensive professional training, itself an excellent investment in the future of both the individual and the brokerage profession, success in the program leads to the status of Associate in Insurance Production Canad (AIPC).



Read On.

INSURANCE BROKERS ASSOCIATION OF CANADA
ELITE FORCE – BEST PRACTICES PRODUCER ACADEMY
QUESTIONS AND ANSWERS

DECEMBER 2009



1. When will the 2010 Canadian Elite Force - Best Practices Producer Academy be offered and where?

February 23rd, 24th & 25th

May 4th 5th & 6th

August 17th, 18th & 19th

November 16th, 17th & 18th

Hilton Toronto

145 Richmond Street West

Toronto, Ontario, Canada M5H 2L2

Tel: 1-416-869-3456

http://hilton.ebrochures.org/us/hi/factsheets/TORHI_full.pdf

2. Why was Toronto chosen as the program location?

The Elite Force – Best Practices Producer Academy will be hosted by IBAC as a national academy program offering. Toronto was selected due to its central location, flight availability for national travelers and the many attractions offered for students to take part in including the CN Tower, the fashion district, restaurants, the arts and culture of Harbourfront centre, sports teams and the Rogers Centre. The venue will encourage networking within the class and help establish patterns that will build on relationships that will last for years to come – one of the main focuses of the program.

3. What can I and my employer expect from the program?

Previous graduates of the Elite Force – Best Practices Producer Academy have earned an average of \$65,000 in new, first year commissions following the program. Students should consider the program more than just four sessions in class over the course of the year, it is a way of developing skills and knowledge that will last a lifetime, will develop top producers and will encourage and enhance networking relationships that will be beneficial for years to come.



4. What are some of the benefits of attending this program?

The class will be limited to 10 to 14 students, enabling participants to receive individual attention during and after the classes.

The Elite Force - Best Practices Producer Academy is designed to build accountability into the daily habits of students. As such, the course facilitator will contact students monthly via email, and students are required to report monthly sales activities. That activity will be reviewed quarterly with the class. Building on the habits instilled within the program will create elite insurance producers within the brokerage for years to come.

Included in the cost of the program is a comprehensive library of reference and resource material, including books and publications that will be given to each student over the course of the year as required reading as part of the curriculum. The reference materials include publications from some of the best known business writers in sales, negotiation, networking and time mastery.

5. What topics are covered in the program?

The Elite Force – Best Practices Producer Academy covers a wide range of topics important for building successful insurance producer habits and skills. The attached 12 day curriculum schedule outlines the training that can be expected. Students will be given essential reading to build their knowledge base as well as their library of resource material. Each book is selected for the valuable learning it provides and will be a great addition within the brokerage.

6. How much does it cost to take the program?

The full cost of the twelve days of classwork plus professional mentoring is \$5,000 plus GST (total \$5,250), and includes all program materials and supplementary reference books. This is less than one tenth of the average incremental commissions earned in the first year after graduating, so the investment very quickly pays for itself, with ongoing earnings potential. The program cost does not include travel to Toronto, if necessary, nor accommodation or food. A preferential hotel rate of approximately \$157.00 a night excluding taxes and sundries has been negotiated with the Toronto Hilton, the site of the course.

ELITE FORCE – THE BEST PRACTICES PRODUCER ACADEMY TWELVE-DAY CURRICULUM

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



7. Where can I get more information?

Your provincial member association Professional Development staff would be pleased to provide you with more information about the program.

Insurance Brokers Association of Alberta

Insurance Brokers Association of British Columbia

Insurance Brokers Association of Manitoba

Insurance Brokers Association of New-Brunswick

Insurance Brokers Association of Newfoundland

Insurance Brokers Association of Nova Scotia

Insurance Brokers Association of Ontario

Insurance Brokers Association of Prince Edward Island

Insurance Brokers Association of Saskatchewan

Regroupement des cabinets de courtage d'assurance du Québec

Toronto Insurance Conference

**ALL CANDIDATES MUST WORK FOR A BROKERAGE THAT IS A MEMBER OF A PARTICIPATING
BROKERAGE ASSOCIATION.**

Further questions can also be addressed to the Insurance Brokers Association of Canada,
Professional Development Department: Sandra Parker sparker@ibac.ca or 416-367-1831.