

Dynamics of Selling

Maple Grove, MN • February 18-20, 2020

Tuesday, February 18, 2020

7:30 AM - 8:00 AM

8:00 AM - 5:00 PM

Registration with Coffee and Rolls

- Understanding the Current Insurance Sales World
- The 5 Key-Traits of Top Insurance Producers and What we can Learn
- The Four Cards that determine True Value
- Learning to Position Proper Value
- Pain vs Pleasure
- Selectivity: Understanding that Not All Buyers are Your Buyers
- Avoiding the Price Driven Sale

Wednesday, February 19, 2020

7:30 AM - 8:00 AM

8:00 AM - 5:00 PM

Coffee & Rolls

- Advanced Communication Skills
- The Art of the Probe
- Practice Drill
- Working Most Any Objection
- Practice Drill
- The Three Step Sales Process
- Inside the Diagnostic Appointment
- Building Relationships with Any Client
- Positioning Statements with Practice Drill
- A Process to Determine when to Play and When to Fold

Thursday, February 20, 2020

7:30 AM - 8:00 AM

8:00 AM - 12:00 PM

Coffee & Rolls

- Step Two of the Process – Risk Management
- Step Three – Delivering Your Program
- Marketing Thoughts

Faculty – Will Be Interchangeable During the Program

Jeffrey W. Wodicka, CIC
Chairman/CEO
Casswood Insurance Agency, Ltd., New York-California

Thomas Allen Barrett, CIC, AAI
President
SIAA MidAmerica, Inc., Blowing Rock, NC

Address & Phone: **MN Insurance Agents & Brokers**
15490 101st Avenue North
Maple Grove, MN 55369
(763) 235-6460