



**PRODUCER
BOOT CAMP**

484-704-9500 | www.beyondinsurance.com/bootcamp



Roadmap to Personal Sales Success

The Beyond Insurance Boot Camp is an intensive, rigorous, eight-week sales training program for producers who desire a roadmap to sales success. And who have a burning desire for a proven sales system supported by skill development, tactical know-how, and world-class coaches.

Taught in a practical, real-life manner, the Beyond Insurance Boot Camp provides personalized training, coaching, and high accountability for producers who want to hit the ground running.

Who Should Attend?

Motivated, focused individuals who aspire to build a significant book of business yet realize the need for enhanced self-confidence, credibility, poise, and polish in delivering a meaningful customer experience.

The program is designed for producers with six months to two years of experience as well as more seasoned professionals who will benefit from a consultative and diagnostic sales system that goes far beyond the transactional bid.

Maximize Producer Value

Training a new recruit is both an art and science. And it requires commitment and teamwork among your producer, the Beyond Insurance coach, and you (or another leader in your firm). While the Boot Camp will put your producer on the road to success, it will be your guiding hand that will inspire and drive performance. That being said, Beyond Insurance strongly encourages your active participation as a “mentor.”

Deliverables

This program is built upon a proven sales process that has created enormous success for insurance and risk management talent whose primary function is business development. Originally developed by Scott Addis, CPCU, CRA, CBWA, TRA, the system shifts the consumers’ focus away from product and price to a process where your producer is rewarded for his or her advisory capabilities.



During the eight-week program, your producer will utilize the Boot Camp Strength Training Manual, which includes scripts, templates, worksheets, assessments, readings, and exercises. Upon the producer’s return to your office, there will be regimented weekly assignments ranging from value propositions to networking to pipeline development. A sampling of deliverables includes:

- A repeatable, sustainable sales system
- A proven methodology to fill the pipeline with qualified prospects
- A consultative, diagnostic process that shifts the consumers’ focus beyond price and product
- Scripts, assessments, templates, and exercises
- Role-plays and videotaping
- And much more.





The Beyond Insurance Boot Camp provides a comprehensive, blended learning system that includes assessment, survey, industry-focus, continual reinforcement, and coaching that ensures your producers will learn and apply skills to maximize their potential.

OUTCOMES: What Producers Will Learn

Roadmap to sales success whereby your producer will learn to:

- Establish credibility leading to trust
- Create positive first impressions
- Articulate a clear and concise value proposition
- Build deep relationships
- Establish a personal advisory board
- Create an active referral network
- Understand the art and science of prospect research & qualification including social media
- Deliver a proven phone script to get prospect appointments
- Craft a first prospect interview supported by role play and videotape
- The art of goal-setting
- Move objections into opportunities
- Utilize a prospect criteria filter to screen out commodity shoppers
- Walk away from non-productive opportunities
- Identify the 21 most common coverage gaps

Questions? Contact Carolyn Smith
csmith@beyondinsurance.com 484-704-9505

To Register: www.beyondinsurance.com/bootcamp

"Confidence, credibility, sales acumen, and advisory skills. This unique, intense, structured program offers both the art and science of sales leadership to enable your producer to win...now!"

-- Scott Addis. CPCU, CRA, CBWA, TRA
Beyond Insurance CEO