

Driving Growth - All Hands on Deck

The updated table below illustrates the average annual new business production by producer for 2009. While the statistics are taken from over 2,000 producers in various geographic markets selling various insurance products, the statistics are more heavily weighted on commercial and group sales. The chart is broken down into four categories of producer type based on book size and experience.

New Business Comparables (Agency Commissions and Fees)					
Percentile Group (Productivity Ranking)	All Producers	Million-Dollar Producers (> 3 years experience and > \$1M book)	Executive Producers (> 3 years experience and >\$500k/<\$1M book)	Senior Producers (> 3 years experience and < \$500k book)	New Producers (< 3 years experience)
80% to 100%	\$175,223	\$251,720	\$233,121	\$122,570	\$179,560
60% to 80%	\$95,491	\$167,669	\$131,472	\$74,153	\$80,626
40% to 60%	\$67,450	\$111,717	\$88,908	\$49,389	\$55,534
20% to 40%	\$47,100	\$95,621	\$55,281	\$36,022	\$36,017
0% to 20%	\$28,763	\$58,156	\$37,873	\$21,453	\$16,452

Source: Marsh, Berry & Company, Inc.

As expected, we are still seeing decreased commissions for large accounts. The top 20% of high-growth producers were the hardest hit by this soft market. These producers typically focus on writing fewer, but larger accounts than their peers. In 2009, they wrote a comparable number of accounts relative to prior years, albeit at lower commission sizes.

The declining premium market has driven agencies to force all producers to pick up the slack. Agencies are successfully improving bottom level producer results through increased sales training, coaching, accountability tracking and the use of creative prospecting techniques. Despite the weak economic and insurance environments, producers in the bottom 40% of each producer category are increasing their new business sales - a direct result of executive level governance.

Agencies should continue using the market conditions to build a strong sales culture. We urge you to use the statistics above as reinforcement for aligning producer goals/expectations in 2010.

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MarshBerry's

MEGASTAR Producer Boot Camp

is a multi-module series of best practices sales training seminars facilitated by MarshBerry's sales management consulting team. Modules do not need to be taken sequentially - producers can start or stop at anytime. Program topics are designed solely to help producers drive book growth through enhanced new business production and account retention. Boot Camps focus on the Best Practices of High-Performing Producers as well as Successful Prospecting Techniques including:

Sales Training Module - Building High-Performing Producers

- ▲ **Time Management** - Effectively manage capacity with specific time management techniques based on book-of-business revenue streams
- ▲ **Sales Strategies of High-Growth Agencies** - Build and implement proven sales strategies and methodologies used by high-growth agencies
- ▲ **Sell to the Clients' Perceived Value** - Know what subjects to chase based on differentiation and value proposition "strike zones"
- ▲ **Win/Win Selling** - Build successful joint business relationships with decision makers and spheres of influence
- ▲ **Consistently Close Sales** - Develop continual and consistent high-hitting business opportunities

Producers who participate in the Boot Camp will be exposed to proven sales strategies that will drive book of business growth. The techniques taught are focused on best practices information that MarshBerry has accumulated through years of research and working with top producers in the insurance industry. These proven techniques will provide concrete tools for building a large, profitable book of business.



REGISTER ONLINE NOW:
<http://www.MarshBerry.com/MEGASTAR-Chicago>
Sales Training Module

May 11-12, 2010 / Chicago, IL
Swissôtel Downtown Chicago

Registration cost - \$1,150

Call Justin Berry at 440-220-5431 for further details
or email Justin.Berry@MarshBerry.com

MarshBerry's clients are committed to realizing their fullest potential with respect to growth, profit, survival and shareholder value. Our agent, broker, bank and carrier clientele engage us to achieve their goals within the retail and wholesale channels of the insurance distribution system. Our unparalleled industry-specific services include consulting, performance benchmarking, peer-to-peer exchange networks, merger and acquisition intermediation and producer recruiting.