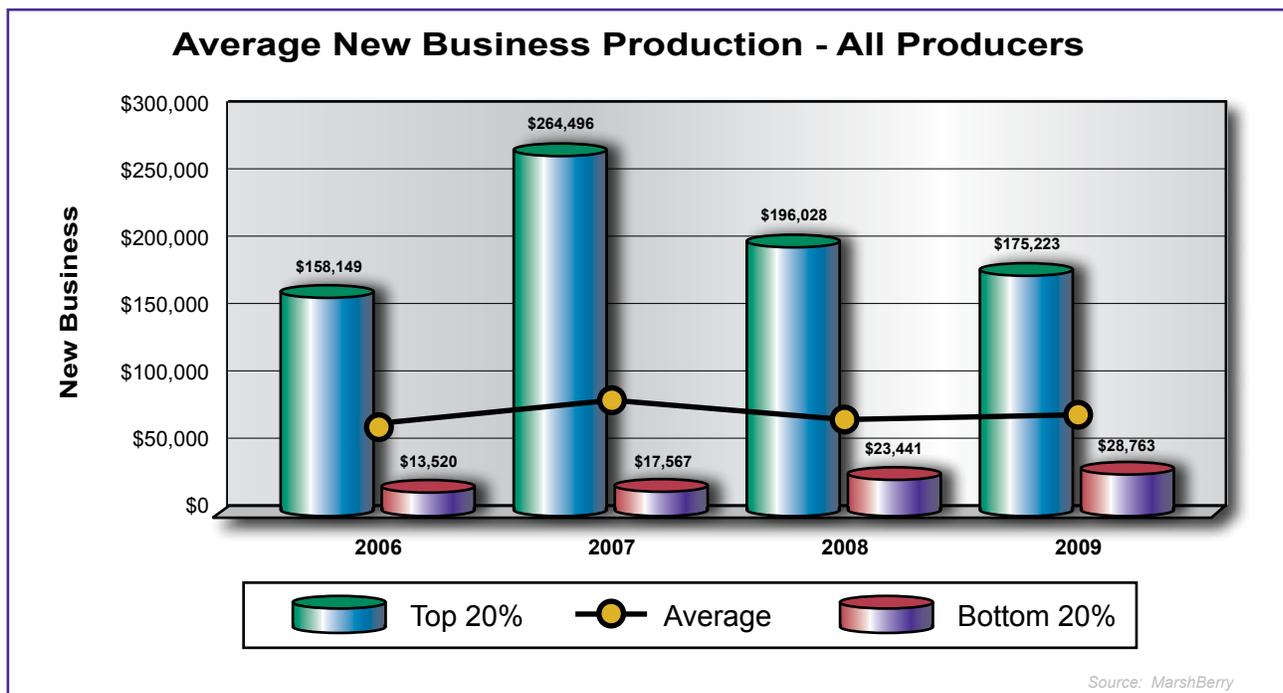


Historical New Business Production Trends

Driving organic growth is imperative for each agency given the sluggish economy and the soft rate environment. Despite the economic challenges, the top producers are not letting outside conditions like the soft market control their destiny.

Top producers in all categories (Million Dollar, Executive, Senior and New) have seen decreases in new business production over the last several years. The Million Dollar and Executive producers have been hit the hardest due to the scale of their books and target account size. To combat this, they are increasing the number of accounts to make up for lower account sizes. Unfortunately, these cases are limited by number of opportunities, limited exposures and complexity of the sale.



Executives at top agencies are looking at this as an opportunity to shake up the entire sales culture. Organizational leaders are concentrating on bringing new blood into the sales force and retooling the existing producers or moving them out. Top agencies are stepping up to the plate with tools, coaching, accountability, pipeline management and a strong support staff. The effect of these changes can be seen in the increase of new business production by the bottom 20% of producers in all categories. We highly recommend that agencies wanting to develop a winning sales culture follow a comprehensive sales model.

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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.

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

Prospecting Module - Techniques for Success

- ▲ **Setting New Business Appointments**
- ▲ **Sales Layering**
- ▲ **Introductions versus Referrals**
- ▲ **The 5 Steps to Leveraged Prospecting**
- ▲ **Concrete Deliverables to Support the Sales Process**
- ▲ **A Structured Time-Management Plan to Create Time for Consistent Weekly Prospecting**
- ▲ **Developing a Strategic Plan to Work as Effectively as Possible over any 90-Day Period**

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.



UPCOMING BOOT CAMPS:

Sales Training Module

September 14-15, 2010 / Scottsdale, AZ

Successful Prospecting Module

October 26-27, 2010 / Dallas, TX

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.