

Creating Exceptional Producers:

DIFFERENTIATING YOUR SALES PROCESS

THE DAPPER PROCESS™

ISSUE: Today's independent insurance agencies are experiencing declining profits and revenues and finding off tougher competition. How do you shift your approach to one based on differentiation and true value, not on price, while developing more rewarding business relationships that will improve your bottom line?

OPPORTUNITY: Whether your agents are young producers or seasoned professionals, The WorkComp Advisory Group will provide them with:

- A consistent sales process to improve your agency's efficiency and value delivery
- Training to gain specialized knowledge to lead with Workers' Compensation
- The ability to write larger more profitable accounts
- Support and ongoing training to sharpen their technical knowledge and selling skills

SOLUTION: Attend a 2-day WorkComp WorkShop which features The DAPPER Process™, our unique approach to consultative selling. By attending the WorkComp WorkShop, agents learn how to lead with Workers' Compensation as a first step in developing a deep, broad and mutually beneficial business relationship with prospects and clients. They become immersed in our distinctive process that moves them from transactional sales to consultative relationships.

OUTCOME: Agents will learn how to establish a prosperous client-focused dialog which will:

- Improve your revenues through agency differentiation
- Allow you to win business by competing on value rather than playing the ineffective "bidding-and-quoting game"
- Deliver and demonstrate value to clients by addressing their unknown risks and threats
- Build long-term relationships

WOULD YOU LIKE TO LEARN MORE?

The DAPPER Process™ is just one of the ways we help agencies achieve organic growth goals and develop exceptional producers. We offer customized levels of engagement to provide you with the on-going support you will need to make the training you received through the WorkComp WorkShop™ effective. If you'd like to learn more about our strategies for becoming a business advantage to your clients and increasing shareholder value, please participate in our Agency Membership Assessment. Once the assessment is completed, together we'll determine if we're a good fit to work together and if so, what level of engagement is best suited to help you accomplish your goals and objectives.

To schedule your complimentary agency assessment, please contact our offices at (888) 496-1117 ext. 2 or visit us at www.workcompadvisorygroup.com

