

# The Power of FIVE Webinar Series

From the Big "I" Virtual University Best Practices School of Agency Management



Independent Insurance Agent

## Five Best Practices of Effective Leaders - March 1, 2012 / 3PM ET

Directly from the Best Practices studies, adapted for the times – leadership is the beginning of success! By learning how to engage your staff and develop processes that align with your mission, you'll be creating a culture of results and participation that will increase your bottom line. These five simple steps are easy to remember and give you a baseline approach for all staff interactions.

## Five Steps to Creating a Sales Culture - March 8, 2012 / 3PM ET

[Register](#)

Initiate sales internally and externally, and ensure your success! Building a strong sales culture is how the best agencies have become the best. The simplest sales attitude and visible agency commitment will make a difference in your agency's bottom line. Your staff will see your investment in the agency as a form security and it will help them become involved in the new sales structure. Learn five steps to involving everyone in the process ensure that the job will get done!

## Five Tactics to Create Top Producers - March 15, 2012 / 3PM ET

You don't know what you don't know about sales people, but these five tactics will help you create top producers. Find out about hiring them, developing their best talents and paying them properly. Learn how to mentor and motivate producers so that their skills can have the very best impact on your agency's bottom line. Hear what the very best agencies are doing to accomplish the organic growth and how it translates to your book of business. These tactics will make all the difference!

## Five Scary Human Resources Mistakes - March 22, 2012 / 3PM ET

Don't throw it all away because you don't know these five easy to prevent problems. In almost every case, the answer is just DO something! Lack of action contributes to more human resources issues than any other cause. But, what to do? How do you respond in each situation so that you don't make the problem worse? Don't stay in the dark– come learn the "something" that you can do to go from scary to safe!

## Five Things to Know about Managing CSRs - March 29, 2012 / 3PM ET

You can believe it; CSRs CAN drive revenue! Proper personality and processes lead to production and payout. The best practices agencies are bringing the sales culture to the CSR without frightening them away. They are an effective resource to increase agency revenue and these five management tips will help you do things right. Done properly, these sales opportunities are the easiest, fastest way to a significant impact on the bottom line!

**Time:** 60 minutes each

**Tuition:** \$79 each webinar or \$350 for all five

**Confirm attendance at all FIVE at a reduced tuition.**

**Thought:** Consider presenting conference style, so the entire agency can benefit

Got questions? Email [bestpractices@iiba.net](mailto:bestpractices@iiba.net)

Our presenter for the series will be Lisa Harrington. [Click here to learn more about Lisa.](#)