

THE INSTRUCTORS

Katie Kochenower, CIC, CRM, AIP



Katie is a producer for The Writer Agency, LLC in Gering, NE. She served as president of Independent Insurance Agents of Nebraska (IIAN) in 2007-2008, and currently chairs IIAN's Professional Development committee. She was named IIAN's "Young Agent of the Year" in 2005. Katie started her insurance career with the Gilbaugh Agency in Gering, in 1986, becoming majority owner and president in 1998 and merging with First State Bank in Scottsbluff in 2000. She achieved the Certified Insurance Counselor designation in 1994, and has taught CISR classes throughout Nebraska for 13 years, including the William T. Hold seminar. Katie has been a certified instructor for the Elite Force Sales Training School since 2008 and obtained the Certified Risk Manager designation in 2009. Katie is also the developer and an instructor for the only online community college insurance certificate/degree program in the state of Nebraska through Northeast Community College.

Angelynn Heavener, CIC, CPIA



Angie Heavener is currently the principal of Insurance Training Plus, a professional training and consulting firm focused on education and agency operations, that she began in 2002. She began her insurance career in 1971 joining her family's agency. She held numerous positions in the agency consisting of CSR, producer and eventually agency owner. In 1993 she sold her agency to join the staff of the Prof Ind. Ins Agents of Illinois. She began as Assistant VP of Marketing/Instructor and was shortly promoted to VP of Education. Angie served as education chairman of the IIAI and PIAI, as well as a committee member for the IIAA. She received Young Agent of the Year in 1991, obtained her CIC in 1994 and her CPIA in 1999. She teaches numerous education & management seminars nationwide as well as E&O audits on agencies.

REGISTRATION DEADLINE: April 2, 2018

Jason Forge, AIP



A Kansas City native with a Bachelor of Arts and Sciences from Rockhurst University in 2001, Jason majored in Psychology. He currently holds a license in Property & Casualty and Life & Health. Right out of college Jason started his career with Krueger & James and since then has merged into Cowell James Forge Insurance Group. He currently holds designations as a CISR (Certified Insurance Service Representative) and AIP (Associate in Insurance Production). Jason enjoys meeting with new businesses and his current clientele. He also teaches classes to new producers in the industry through the Missouri Association of Insurance Agents.

Class Location

IIAN Learning Center
8231 Northwoods Dr., Ste B
Lincoln, NE 68505
Phone: 402-476-2951
Fax: 402-476-1586
Website: www.iian.org
Email: office@biginebraska.org

Brought to You By
Independent Insurance Agents of Nebraska
Missouri Association. of Insurance Agents

This school is offered in alternating years in Jefferson, MO or Lincoln, NE.

And These Co-Sponsors

IIA of Iowa	IIA of South Dakota
IIA of Indiana	Kansas Assoc. of Ins. Agents
IIA of Kentucky	PIIA of Colorado
IIA of Oklahoma	

PROVEN RESULTS

Producers in the Elite Force Sales Training program average over \$50,000 in first-year commissions. The top 2010 Nebraska Elite Force producer made \$300,000+ in commissions. In 2014, an Elite student was recognized as #1 in policy growth by Insurance Business America magazine.

ST Elite Force
ing School

2018 MIDWEST
Sales Train

Sales Management Training

for Mentors Now Included!

★ Learn how to manage your student based on the sales techniques taught in the Elite program

★ Recognize the importance of coaching and mentoring.

★ Help your student se meaningful goals, track results and keep production commitments.

★ Enjoy one-on-one training with your student.

The Elite Sales Training Experience

Developed by independent agents for independent agents, the Elite Force program teaches the full psychology of the sale, not just the tricks or gimmicks. The program covers everything from prospecting to data gathering and closing—including time management, negotiation skills, teamwork, relationship building, credibility building and more. Several different popular sales techniques are covered.

The Elite Force program builds accountability into the daily habits of the students.

- Students are required to report monthly sales activities to their assigned mentor and that activity will be reviewed quarterly with the Elite Force.
- Goal setting and reporting are the written requirements of the program

Twelve full days of classroom training, completed 3 days at a time, quarterly, augmented by extensive study at home and in the office, using books and videos from some of the industry’s best.

- Limited to 16 students—students receive individual attention during and between class sessions.
- Taught by certified, experienced, national-level Elite Force instructors.

Approved by the IIABA for the Associate in Insurance Production (AIP) designation. This designation will be conferred upon all students who complete the classroom work and reporting requirements of the Elite Force Sales Training course.

2018 ELITE FORCE SCHEDULE			
May 7-9, 2018	August 13-15, 2018	November 5-7, 2018	February 11-13, 2019
<div><div><div>First Quarter</div><div>Note: Mentors attend first Day</div><div><div>Perception, Power , and Performance</div><div>Personal discovery: How person- alities affect the sale — how to recognize your client’s buying style.</div><div>Consultative Relationships</div><div>Why “the close” is only part of the sale. How to gain long-term customer confidence. Ethics are key!</div><div>The Numbers Game</div><div>Goal setting and planning: an in- depth look at how to properly set sales goals.</div><div>Prospecting</div><div>Risk Management basics, prospecting tools, suspects vs. prospects, tracking and reporting.</div><div>Time Management</div><div>Learning to manage a sales person’s most critical tool: time.</div><div>The Perfect Sale</div><div>Learn one specific method we've found to help you and your client decide exactly how you can create the perfect sale.</div></div></div></div>	<div><div><div>Second Quarter</div><div><div>Learning as a Lifestyle</div><div>Be successful on a long-term basis, and stay on track for life. Persistence— not resistance.</div><div>Six Steps to Success</div><div>Review the psychology of the sales process applying the watchwords of the Elite Force: discipline, persistence and consistency.</div><div>Marketing for Success</div><div>Target marketing, data gathering, selling to your underwriter, submissions, vertical marketing, the complete sale.</div><div>Managing the Sales Process</div><div>Best Practices: Creating a Sales Culture, especially adapted for the new producer. How do the best become the best?</div><div>Referrals!</div><div>Learn from Roger Sitkin's popular methods to sell by referral only!</div><div>Conflict and Politics</div><div>This two part class covers how to manage conflict and the impact of politics on the independent agency system</div></div></div></div>	<div><div><div>Third Quarter</div><div><div>War Stories</div><div>Case analysis based on the student’s actual experiences in the first half. What works? Why?</div><div>The Presentation</div><div>Proposals, rehearsals, polishing presentation skills -what works for various situations.</div><div>The Negotiations</div><div>Learn how to negotiate with your underwriter and the client.</div><div>Case Studies and Practice</div><div>Practice presentations and proposals, working out the kinks to make the best possible impression on the client when you are back in the “real world.”</div><div>Team Work and Case Analysis</div><div>Learn about in depth account analysis involving the sales/CSR team. Identify suspect vs. pro- spect.</div><div>The Interview</div><div>How to find out what the customer really wants. How and when to walk away!</div></div></div></div>	<div><div><div>Fourth Quarter</div><div><div>Business Etiquette</div><div>First impressions, networking, personal style, telephone manners — and why to bother.</div><div>To Close or Not to Close</div><div>When and how to use closes, tips from some of the very best in the sales business.</div><div>The Customer as King</div><div>Dealing with tough customers, sales after the sale, listening skills, get them to come back.</div><div>The Triangle</div><div>How the carrier relationship is the critical third leg of the stool, contract issues, and more!</div><div>Motivation for the Long Run</div><div>Stress Management: What will work best to keep you moving even when it gets tough? Attitude really counts!</div><div>Your Sales Style</div><div>Now that the multitude of sales methods has been explored, which will be your long-term plan?</div></div></div></div>
<div><div><div>The Most Comprehensive Insurance Sales Training Program Available</div><div>The Elite Force program is designed to be complete training for young and new producers who have a basic understanding of sales and need the foundation of a strong education to transform them into superstars in production.</div><div>The course is recommended for agents with less than 3 years experience in sales and less than 5 in the industry.</div></div></div>		<div><div><div>COURSE TUITION AND BENEFITS</div><div>Total Tuition of \$2,200 for members of a state association which is a member of IIABA:</div><div><div>• 12 days of instruction, presented 3 days at a time, quarterly.</div><div>• All class workbooks, supplies, reading materials, morning coffee, and afternoon refreshments and 2 lunches.</div><div>• Monthly mentoring by Elite Force instructor, individualized student profiles, relationship building among students.</div><div>• Approved by IIABA for the Associate in Insurance Production (AIP) designation.** (**Attendance at all class sessions & completion of classroom work and written reporting requirements must be met.)</div></div></div></div>	

TESTIMONIALS

“The Elite Sales Force Class was a great workshop that really dives into the art of sales and how to come up with a personal approach that works for you. The class really challenged me to get out of my comfort zone and proactively attack my personal goals. It is a great opportunity to network with agents from across the Midwest and form friendships that will last a lifetime. The class offers a strong field of instructors who are passion- ate about helping young agents develop their skills and succeed in achieving their goals. Elite Sales Force is a great opportunity and I would strongly recommend it for anyone looking to enhance their sales acumen.”

J.H. Nebraska Student, 2017

“I attended the Elite Sales School in my 2nd year of production as an agent & the experience was awesome. This structured course has offered so many new avenues to my sales strategy that I will continue to use for the rest of my career. My own personal sales increased by over 75% in new written premium during this 12 month sales school. I built many life long relationships with the other students & professors as well. It is never too late to increase your knowledge, and if you are driven to succeed I highly recommend the Elite Sales School. Don’t waste another year of your career with unsatisfied sales results and sign up. If you are willing and driven, Elite will help you succeed beyond your expectations.”

M.N. Nebraska Student, 2013

“The Elite sales class has been instrumental in my growth and maturity as a new agent. I learned how to make good use of my time which ensures a steady flow of new business that turns into loyal customers. The instructors take a hands-on approach which fosters in-class discussion and conversation. I would not be the agent I am today without the Elite Sales class. I highly recommend this class to any new insurance agent.”

C.W—Nebraska Student, 2011

An IIABA Best Practices Program

The IIA of Nebraska and Missouri Association of Insurance Agents, along with IIABA, maintain the Elite Force program. We know of no other sales training school that has both production tracking and a professional designation incorporated into the curriculum.