Dynamics of Sales Management

Maple Grove, MN ● February 18-19, 2020

Tuesday, February 18, 2020
7:30 AM - 8:00 AM
Registration with Coffee and Rolls

8:00 AM - 5:00 PM
- Understanding the New Insurance World
- Your Agency: Growth or Maintenance
- Job Functions of Agency Sales Management
- Hunters vs Farmers
- The 3-Step Process - Overview
- Focus on Mentoring the Process
- Personality Styles

Wednesday, February 19, 2020
7:30 AM - 8:00 AM
Coffee & Rolls

8:00 AM - 5:00 PM
- Employment Agreements
- Goal Setting
- Producer Compensation
- Training New Producers
- General Q&A

Faculty – Interchangeable During the Program

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