

## **Dynamics of Sales Management**

Maple Grove, MN • February 18-19, 2020

### **Tuesday, February 18, 2020**

7:30 AM - 8:00 AM

8:00 AM - 5:00 PM

#### **Registration with Coffee and Rolls**

- **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**

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#### **Coffee & Rolls**

- **Employment Agreements**
- **Goal Setting**
- **Producer Compensation**
- **Training New Producers**
- **General Q&A**

### **Faculty – Interchangeable During the Program**

**Jeffrey W. Wodicka, CIC**  
**Chairman/CEO**  
**Casswood Insurance Agency, Ltd., New York-California**

**Thomas Allen Barrett, CIC, AAI**  
**President**  
**SIAA MidAmerica, Inc., Blowing Rock, NC**

Address & Phone: **MN Insurance Agents & Brokers**  
15490 101st Avenue North  
Maple Grove, MN 55369  
(763) 235-6460



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