

For virtually any business the ability to successfully sell is paramount to success. The insurance sales industry is no different with having the ability to prospect, overcome objections and close the business being of the utmost importance. Attend this Sales Webinar Series for information pulled from the highly successful Elite Force Sales Training classes.

1 "Prospecting in the New Century"

May 13, 2009; 2:00pm ET (90 min.)

Finding customers isn't what it used to be. Then again, human nature never really changes, and selling is still a face to face business. How do you find the right prospects for your agency? How do you sort out the suspects from the buyers with real potential? How do you prioritize your day so that you can connect with the most people possible? In a brave new world, sometimes even the old fashioned stuff still works. Let us show you how.

2 "How Objections Help You Close the Deal"

June 24, 2009; 2:00pm ET (90 min.)

We don't want you to overcome objections. They are the best tool for actually closing the deal at the end of the day. Let us show you why objections are good, and what situations you should watch for that really do kill the deal. We'll give you the steps to create closing responses for nearly every objection out there. Your secret weapon is to use the objections to get one step closer to collecting the premiums!

3 "The Closing Toolkit"

July 24, 2009; 2:00pm ET (90 min.)

With the tool kit we provide in this course, you'll learn what the usual application process can never tell you: where is my relationship? Can I close now, or is it too early? What holes do I still need to fill to make this client a partner? This unique new method will not only help you close the sale, it will help you keep the renewals in the future.

WEBINAR SCHEDULE

Three Sessions

1. Prospecting in the New Century
May 13, 2009; 2:00 pm ET (90 min.)

2. How Objections Help You Close the Deal
June 24, 2009; 2:00 pm ET (90 min.)

3. The Closing Toolkit
July 22, 2009; 2:00 pm ET (90 min.)

TUITION

Purchase a "seat" for your agency to participate for **\$89 per session**. Pick one, or all three! A "seat" includes one login and allows "conference style" viewing in your agency or office.

REGISTRATION

[Click here](#) to register for Session 1.

[Click here](#) to register for Session 2.

[Click here](#) to register for Session 3.

If you wish to register for multiple sessions, please add to your shopping cart and complete in one transaction. You will receive a confirmation message with complete instructions on how to participate along with reminders prior to each session.

Register Today for this Webinar Series!

Participation is both easy and convenient. The audio portion will be conducted with users own phone line or computer speakers; the visual portion will be conducted online via computer with high-speed internet.



A New Look at Classic Insurance Sales Methods

Speaker Bio, Elite Force Sales Training

SPEAKER BIO



Lisa Hiser Harrington, CPCU, CAE, AAI, AIAM, AIP
Florida Association of Insurance Agents (FAIA)

Before joining FAIA's Education Department, Lisa was the Operations Manager with an insurance agency overseeing three locations. As the daughter of a career Army Lieutenant Colonel, she saw the world, ending up in Indiana, where she attended Ball State University. She earned her Bachelor of Arts degree with majors in Management and Spanish. She's been in the insurance industry since 1983, working as an underwriter, field rep, P&C agent, agency operations manager and finally on to the association.

In addition to her duties as Vice President of Education at FAIA, where she manages a staff of 12, her credentials include hundreds of speaking engagements to insurance agencies and other businesses around the country, management consulting and personal experience serving on various boards of directors for 501 (c) 3 and 501 (c) 6 organizations.

She and her husband Paul, a claims adjuster, have a house-full of pets. They enjoy the RV camping lifestyle and ballroom dancing at Arthur Murray.

ELITE FORCE SALES TRAINING

Want to learn more? Elite Force Sales Training is the most comprehensive insurance sales training course available. Average results of over \$62,000 1st year commissions!

The Elite Force Sales Training program covers everything from prospecting to data gathering and closing. The Elite Force learns the full psychology of the sale, not just tricks or gimmicks. We teach personality traits, negotiation skills, time management, consultative relationship building, building credibility, and more. Several popular sales techniques are reviewed. Guest speakers are brought in. Case studies and the students' own actual experiences are discussed among the group, so they learn from each other's successes and failures. Students are sent home each quarter with various publications and books to study which outline various sales methods. Plus, they learn about presentation skills, using the Web for prospecting, and how to set, measure and track their sales goals.

In fact, goal setting and reporting are the "written" requirements of the designation. Instead of the traditional paper and pen academic testing of most designations, the Associate in Insurance Production (AIP) requires instead that each student submit a written report each month that tracks their activities and production results. We know of no other sales training school that has both production tracking and a designation incorporated into the curriculum.

To learn more contact your local Big "I" State Association. You can find contact information for all states by visiting www.independentagent.com and selecting "Other States" from the menu bar. If this is a printed document you registration links are at www.independentagent.com and select "Education" from the top menu bar.
