



Phyllis Van Wyhe Returns To Ohio with Quality CE in 2010

Principles That Drive Auto 9:00 - 12:00 3 Credits

At the heart of all auto policies are fundamental principles; learn the principles and better understand how the auto policy – personal or commercial – will apply at the time of loss. Review the Omnibus Clause found in all auto policies and the reason behind it. Learn the two definitions of Actual Cash Value and when each is used. Explore the principles of non-owned auto and why the coverage is not as broad as agents assume. Discuss the principle of negligent entrustment and why this new exclusion is included. Nearly every account includes auto coverage; an agent should be up-to-date on how that policy works.

Fifty Ways to Lose a Customer 1:00 – 4:00 3 Credits

If your retention is an enviable 90%, you are still losing one in ten every year. Some move, some go out of business, but many leave without giving you the real reason they are going elsewhere. Let’s look at the mistakes agents make:

- Ethical mistakes: Things that make them question your character
- Legal mistakes: They won’t sue; they just go away
- Communication mistakes: Leaving the wrong impression

Improve your retention so the new business you write does more than make up for attrition.

April 19-Salem April 20-Canton April 21-Middlebg Hts April 22-Perrysbg April 23-Columbus

Substantiation Frustration 9:00 - 12:00 3 Credits

It’s Not Good Service; It’s E&O 1:00 – 4:00 3 Credits

Aug 16-Salem Aug 17-Canton Aug 18-Middlebg Hts Aug 19-Perrysbg Aug 20-Columbus

Competing with the Internet 9:00 – 12:00 3 Credits

Developing a Client-Focused Approach 1:00 – 4:00 3 Credits

Nov 15-Salem Nov 16-Canton Nov 17-Middlebg Hts Nov 18-Perrysbg Nov 19-Columbus

\$59 half day, \$118 full day

By Mail:

The Van Wyhe Group
P O Box 4130
Waukesha, WI 53187

By Fax: 800-476-2945

By Email:

support@insurancece.com
www.insurancece.com

Questions?

Call Angela at 800-326-4741

Name: _____ Nat Prod #: _____

Email: _____

Date: _____ AM/PM/Both: _____

Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

Tele: _____ Fax: _____

Send check or charge to MC _____ Visa _____

Card No. _____ Exp Date: _____

Signature: _____