



Michigan CE September & November

Competing with the Internet 8:45-12:00 3 Credits

The Internet is here to stay and has made the insurance marketplace more competitive. New sites are competing with the traditional agency. Explore the elements of the Progressive advantage. Evaluate the challenges and successes of agents who buy Internet-generated leads. Predict the impact Internet sales will have on commercial lines. Discover the marketing advantages of social networking and the three principles to apply. Pick up pointers for holding your own in the face of this new, growing competition.

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

Ethics is taking others into consideration. The agent who goes a step further and develops a client-focused approach meets less resistance from both prospects and clients and finds it easier to develop trust-based relationships. Develop a new approach for gathering the information to quote or handling a review. Learn the power of tough love and how to turn them down without turning them off. Discover the reciprocity of advocacy that will lead to more referrals. Learn to deepen your career rewards – both monetary and intangible – when you focus on the client in ways that really count.

Sept 20- Traverse City
Holiday Inn

Sept 21 – Okemos
Holiday Inn Exp

Sept 22 -Troy
Walsh College

Sept 24 - Gr Rapids
Western MI Univ

Principles That Drive Liability 8:45 - 12:00 3 Credits

The agent who is versed in the principles of legal liability better understands how liability policy provisions are applied and is prepared to answer a client’s questions. Discuss the Duty to Defend and the problem with Exhaustion Clauses. Review the principles of Privacy and Information Security that are emerging as the major liability exposures of the 21st century. Explore the principles of negligence, nuisance, and ambiguity and how they apply. Learn the seldom-discussed benefits of Class Action suits and major problems with Arbitration provisions. Explore why your insured gets sued today and how their policies can be expected to apply.

The Winning Ethical Virtues 1:00 – 4:00 3 Ethics or General Credits

Of the eight ethical virtues, there are three that distinguish an agent as a true professional: honesty, loyalty, & integrity. Explore the expanded ethical definition of each. Learn how to tell your insureds something they do not want to hear. Discover the role that integrity plays in becoming more trustworthy. Learn the features of these three important virtues and how to build them into your career.

Nov 1- Gaylord
Holiday Inn Exp

Nov 3 – Birch Run
Comfort Inn

Nov 4 - Troy
Walsh College

Nov 5 - Ann Arbor
Cleary Univ

Nov 6-Gr Rapids
Western MI Univ

\$59 half day, \$118 full day

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SEMINAR REGISTRATION

Name: _____ **Lic #:** _____

Email: _____

Seminar Date: _____ **AM/PM/Both:** _____

Agency: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Tele: _____ **Fax:** _____

Send check or charge to MC _____ **Visa** _____ **AM Express** _____

Card No. _____ **Exp Date:** _____

Signature: _____