



Van Wyhe Group CE in May & July

Innovative Coverages 8:45 – 12:00 3 Credits

Insurance companies create new coverages to gain a competitive advantage or when new exposures emerge. Not all new coverages survive and some should never be promoted. Learn the three phases of new coverage creation, how to determine when a new coverage will survive, and the best way to promote it to grow the business. Explore the new HO Equipment Breakdown coverage and Claims Dispute coverage for commercial accounts. The agent who knows how to handle innovative coverages is seen as a valuable resource and can gain a competitive advantage.

Ethics in the Digital Age 1:00 – 4:00 3 *Ethics* or *General Credits*

Technology drains the human element out of the transaction and turns it into a mere exchange of information. Discuss the new ways of communicating – email, voicemail, and texting – and how to use them more effectively. Explore the dangers of multi-tasking as it is practiced today. Discuss the increased importance of confidentiality and privacy at a time when so much information is readily available in the business environment. With the expansion of technology, communication has changed and ethics is a mere afterthought. Those who practice it in the digital environment create for themselves that unfair advantage we all seek.

May 17- Traverse Cty
Holiday Inn

May 18 - Birch Run
Comfort Inn

May 19-Troy
Walsh College

May 20-Ann Arbor
Cleary Univ

May 21-Gr Rapids
Western MI Univ

Substantiation Frustration 8:45 – 12:00 3 Credits

At the time of loss, an insured can easily get frustrated with the substantiation requirements. You should have prepared them for what would be required. Explore the three primary areas where substantiation is required. Discover why advance planning is gaining new emphasis. Learn the coverages that require less substantiation and should be used whenever possible. Don't send your insured into a claim unprepared.

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

The insured has responsibilities – both legal and ethical – in the insurance transaction, but it is up to the agent to enforce them. Explore the five primary obligations of the insured and the legal basis of each. Discover the types of E&O claims that arise when the agent does too much for the client. Learn pointers for giving valuable service without increasing your obligations. Learn to set boundaries and get the insured to respect them. The agent who does too much for a client, increases their E&O exposure.

July 12- Gaylord
Holiday Inn Exp

July 13 – Okemos
Holiday Inn Exp

July 14-Troy
Walsh College

July 15-Ann Arbor
Cleary Univ

July 16-Gr Rapids
Western MI Univ

\$59 half day, \$118 full day

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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: _____