

Spring CE classes
Presented by Phyllis Van Wyhe
3, 6, or 9 credits in one day

Innovative Coverages 7:30 – 10:15 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 Equipment Breakdown coverage for the HO and Claims Dispute coverage for commercial accounts. Learn about the coverages available to protect the new intangible property such as data and intellectual property. Review the new Green building coverages and the industry's response to the emerging greenhouse gas liability exposure. The agent who knows how to handle the innovative coverages is seen as a valuable resource and can gain a competitive advantage.

Competing with the Internet

10:45 – 1:30 3 Credits

The Internet is here to stay and has made the insurance marketplace more competitive. New sites are popping up every day and many of them 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.

Ethics in the Digital Age

2:00 – 4:45 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.

April 13 Eau Claire America's Best Value Inn	May 13 Appleton Comfort Suites	April 15 Milwaukee Park Place-Comfort Suites
June 2 Wausau Weston Lanes	June 3 Madison Clarion Suites Central	May 12 Racine Ed Cr Union

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