



<http://www.agencyadvantage.com>

Agency Advantage User Conference (3 hours CE)

Thursday & Friday mornings at IE2010

Agency Advantage User Conference will roll out its latest innovations and reveal new programs that fit every agency's budget and agency management needs.

I'm sworn to secrecy on much of what Tom Preston has in store for y'all but I promise you do not want to miss his User's Conference!



Agency Automation

<http://www.accuauto.net>

Accu-Auto Agency Automation Boot Camp

(3 hours CE)

Thursday morning & Friday afternoon at IE2010

Attendees to Accu-Auto Agency Automation User Conference will learn how to give the "Ultimate Quote" and generate reports that pinpoint exactly how & where your CSRs are quoting, how to track their Closing Ratios and how to follow up on the Undecided.

You can even contact the folks to whom you gave a quote at any time in the past to see if they are ready to transfer to your agency. I call it "Guerilla Marketing".

Tips 'n Tweaks

Accu-Auto has invited all of IE2010's auto insurance company reps to demonstrate the best ways to "seal the deal" with additional discounts.

I got the idea from Wayne Hooper of Unitrin Specialty when he was showing me how to correctly use my comparative rater.

You will be amazed at how much business you are losing because you are not quoting correctly.

And you get to see firsthand the brand-new complete web-based solution for your agency: a fully integrated rating and management software created specifically for Accu-Auto Users.

Accu-Auto will be showing off their brand-new "24 / 7 Quote Generator" at IE2010. You are notified instantly whenever a visitor to your website quotes themselves.

Accu-Auto Agency Automation Boot Camp will be held on Thursday morning and repeated on Friday afternoon. That way, everyone on your agency staff can attend at least one of their non-CE seminars.



<http://www.GAInsurance.org>

GA's DOI: Past, Present & Future (3 hrs Ethics CE)

Thursday afternoon only at IE2010

Sponsored by



<http://www.AggressiveUSA.com>

IE2010 Commandos may attend a free 3 hour Ethics CE seminar sponsored by Aggressive Insurance on Thursday afternoon, August 12th. It features Insurance Commissioner John Oxendine and I have invited the Republican & Democratic Insurance Commissioner Candidates to attend and tell us why we should support their campaign and urge the insuring public to join us in voting for them in November.

Georgia will elect a brand-new Insurance Commissioner in November for the first time in 16 years.

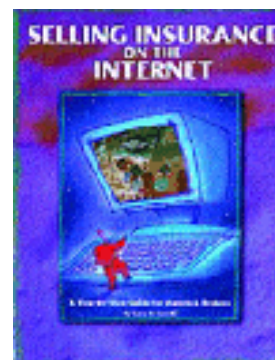
How many of y'all were in the insurance industry under Tim Ryles? Have you forgotten how important it is to elect the right person who will lead our industry into the next decade?

I have posted a list of the candidates on the home page of FYI Express at www.FYIGeorgiaViews.com. I also have a straw poll for you to anonymously cast your vote and enter comments if you wish.

<http://insurance-web-sales.com>

Selling Insurance on the Internet (3 hours CE)

Friday morning only at IE2010



Gary Savelli has spent the last decade studying what agents who are successfully selling on the web are doing in building their websites and how they are marketing their sites online through search engines and other methods. This 3 hour CE seminar will cover the Top 10 most helpful ways to "Get Your Web Site Visited". Don't have an agency website? No hay problema! Gary will explain the most important things you should do before and after creating an agency website.

Take Gary's 10 question test at <http://www.fyigeorgiaviews.com/IE2010/onlinetest.html> to see if you need to attend his seminar.



<http://www.assuranceamerica.com>

Off Road Battle Plan (3 hours Ethics CE)

Thursday morning only at IE2010

Charlie Brock of AssuranceAmerica asks *“if you run your agency the same way everyone else does, how are you going to stand out from the crowd?”*

You’ve read the familiar quote *“Two roads diverged in a wood and I ... I took the one less traveled by, and that has made all the difference.”*

IE2010 Commandos who complete Charlie’s “7 P’s” Boot Camp will make a difference in their agency.

Plan

- Where am I going?
- How am I going to get there?

People

- Customers - Who are the customers I want to serve?
- Associates - Who do I need to hire to help?

Point of Difference

- What is it about my agency that will be different, better & special?
- How will I market that to my new and existing customers?

Product Line

- Primary product
- Secondary products
- Ancillary products

Partners

- Carriers - Which companies do I want to partner with to serve my customers better?
- B2B partners – who else serves my customers that I can jointly promote with?

Process - Putting my plan in motion

- Daily execution to serve my customers with excellence
- The Ultimate Quote

Progress

- Metrics – What counts toward success?
- Dashboard – How do I track it?

“The War is won before the Battle begins” ... Sun Tzu

Diversify or Die

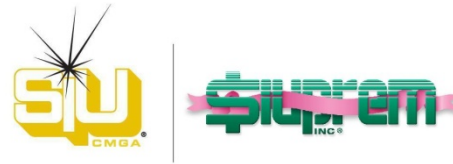
In my crystal ball I foresee auto-only agencies continuing to lose marketshare. You must “Diversify or Die” by adding other insurance & non-insurance products to your agency’s portfolio.

Auto-only is easy when you have comparative raters and real-time companies to do the work we used to do manually back in the good old days.

What you may not know is how easy our other-than-auto insurance companies have made the quoting process.

I suspect the main reason your agency is not effectively offering other insurance products is because no one has taken the time to teach you the whole process. IE2010 Commandos will have no such fear.

At IE2010 you have at least two chances to learn how to effectively market Commercial Lines.



<http://www.siuins.com>

Commercial Lines for New Recruits (3 hrs P&C CE)

Thursday morning only at IE2010

Earlier this year Southern Insurance Underwriters and SIUPrem set a goal of \$50,000 for the fight against Breast Cancer. \$5.00 is donated for each SIU commercial app financed through SIUPrem.

To help agents better understand how to “Diversify or Die”, Brian Dunn and Roger Shelton of Southern Insurance Underwriters will explain a step-by-step strategy to implement commercial lines in your agency.

You’ll learn how to quote, explain coverages, service and market the commercial insurance products. And you’ll also learn how to avoid the danger of E&O when dealing in unfamiliar territory.

BTW ... anyone wearing their pink “SIUPrem Cares!” wristband can attend this CE seminar for free as long as there are seats available. (And you can pick up the wristband just outside the classroom by asking any of the SIU / SIUPrem Reps.)



Insurance House

<http://www.InsuranceHouse.com>

Get Rich in Your Niche (3 hours P&C CE)

Friday morning only at IE2010

Insurance House wants you to discover the untapped goldmine in personal and commercial lines "niches".

You'll learn how to specifically target niches such as Commercial Vacant Property, Commercial Auto (Auto Haulers, Towing Risks), Restaurants (with Liquor Exposure), Personal High Value Homes and Vacant Property.

Want to see just how easy it is to do "niche" marketing?

Type "Vacant Property in *Your City, State*" in your Internet browser and see what comes up.

That could have been your agency if you properly marketed this niche.

Insurance House will show you how to "Get Rich in Your Niche" at IE2010.



<http://www.TheMetroCPA.com>

Survive or Thrive? It's Up to You! (3 hrs Ethics CE)

Friday afternoon only at IE2010

Losing my agency is not an option for me ... it shouldn't be for you either.

What are you doing to ensure you make it through this economic meltdown and governmental battlefield?

Are you maximizing all of the tax breaks? Did you realize Uncle Sam will pay up to 80% of the cost for new employees?

Do you have the "Urge to Merge"? Are you thinking of Buying or Selling an Insurance Agency?

Let us guide you through that "Buy / Sell / Evaluate" minefield.

Spencer Hostetter, Super CPA to the Insurance Industry, and his panel of experts will explain all of the ethical (& non-ethical) ways to deal with Employees, IRS, Multi-Office Operation and Agency Management.



"A good executive has the ability to face the facts."

Sponsored by <http://www.SantaFeInsurance.net>



<http://expo.infinityperks.com/>

Prove It! Unleashed! (3 hours Ethics CE)

Friday afternoon only at IE2010

Tom Freeland of Infinity Insurance presents the latest in their series of seminars aimed at "Investing in Your Success". If you attended this seminar earlier this year you cannot earn CE once again but it would certainly be worth your while to see it one mo' time!

It is Tom's privilege to Unleash a Proven Process that can guide you step-by-step in your quest to compete more effectively. It's a challenging "dog eat dog" market! Don't you wish you could snap your fingers and make the economy instantly better for you and the consumers you serve?

Wouldn't it be nice to put a "choke collar" on the Direct Writers and reign in their clever mascots?

Arm yourself with:

Phone scripts that build relationships during the quote process

Referrals, and a 7 point plan to work them

Optimized email campaigns to connect you with customers and prospects

Valuable insight into your marketing investments with a break-even calculation template

Easy campaign analysis tools including a cost per lead calculation template

Insight and guidance into community marketing opportunities

Targeted growth opportunities through business to business marketing

<http://www.Georgia-Agents.com>

An Unfair Advantage

(3 hours Ethics CE)

Saturday morning only at IE2010

Since I coordinate all of the activities I get **advance** access to all of the information that will be presented on Thursday & Friday at IE2010.

I also personally wrap up each year's Insurance Expo and teach the last 3 hours CE on Saturday morning.

I'll be able to take all of the best ideas presented by IE2010 "Drill Instructors" in each of Thursday & Friday's seminars and show y'all how to implement each into your agency operation.

