



Detailed information on all programs and registration can be found on the IBAO website at www.ibao.org

The IBAO School of Insurance

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“*Finally an insurance sales course that delivers. This course will increase your effectiveness and differentiate you from your competitors. Its common sense approach addresses selling skills and strategies that will launch you on the road to success!*”

Matthew Calvin
Haber Blain Insurance Brokers Inc.

“*The Professional Selling Course teaches a selling technique used by many sales professionals around the world but in a format specifically targeted to Insurance Brokers both Commercial and Personal Lines. Not a day goes by since taking the course that I have not used what I learned. I highly recommend this program to any Insurance Broker who strives to succeed in this competitive Insurance environment.*”

Sophie Hainer
Insuranceland Inc.

“*After 27 years of selling insurance I thought I had been there and done that. Any seasoned Producer or CSR will benefit from learning how to select who, what and how to properly sell insurance from this course.*”

Robert Horbatuk
Doug Sykes Insurance Inc.

IBAO Certificate
Program

Professional Selling for Insurance Brokers

EDUCATION FOR BROKERS BY BROKERS



IBAO School of Insurance



Program Description

In today's highly competitive and ever-changing marketplace, buyers expect more from their sales person - information, expertise and professionalism. Buyers demand value in the products and services they are purchasing, as well as in the relationship they have with their sales person. Developed by the Insurance Brokers Association of Canada (IBAC) in partnership with the Canadian Professional Sales Association (CPSA), Professional Selling for Insurance Brokers prepares you to succeed in all of these areas and others.

To sell a service the sales person needs to effectively:

- Face people who say "no"
- Plan how to reach stated goals
- Balance their customers' interests with their own
- Influence people in order to be successful
- Communicate to make their customers recognize the value of their products and services

IBAC's Professional Selling for Insurance Brokers prepares you to succeed in all of these areas and others.

The Professional Selling for Insurance Brokers three-day course will enable you to:

- Identify and acquire the essential selling skills required to meet the challenges facing sales professionals
- Understand and implement the tactical, strategic, and self-management skills necessary in many different types of selling situations
- Produce tangible returns by increasing your professional sales skill level and expertise to retain customers and expand business opportunities

- Discover the strategic framework to plan a successful first visit and obtain a go-forward commitment
- Enhance your professional sales skill level and expertise to retain customers and expand business opportunities

Program Outcomes

Professional Selling is based on validated sales competencies developed in conjunction with Human Resources and Skills Development Canada. It will help you establish yourself as the kind of person any buyer would want as a partner. You will learn how to use consultative selling techniques, and practice them through role playing, group exercises and business case studies. This will provide you with a step-by-step process to acquiring and retaining customers.

Program Outline

Understanding and Managing Yourself

- Personality Traits for Sales Success
- Using Time Effectively
- Professional Behaviour and Development
- The Psychology of Selling - Influencing Buying Decisions

Business Creation

- Strategic Territory Planning
- Establishing criteria for competitive analysis
- Generating a comprehensive strategy for profit maximization
- New Business Prospecting

The Selling Process

- Getting the Appointment
- Developing an effective prospecting script
- The 8-step Consultative Selling Process
- Managing Client Meetings
- Developing Your Presentation Skills
- Negotiating Skills and Techniques

Building and Managing Your Business

- Keeping Your Customers
- Building long-term relationships with your customers
- The Account Management Process
- Allocating your selling time according to account classification

Seminar Format

RECOMMENDED FOR:

Account managers and sales executives prospecting and managing small and medium sized accounts. A minimum of two years of sales experience is recommended.

DATES:

Toronto March 29-31, 2010
 November 24-26, 2010

Ottawa June 8-10, 2010

Kitchener September 28-30, 2010

TIME:

9:00 a.m. - 4:30 p.m.

LOCATION:

IBAO School of Insurance

1 Eglinton Avenue East, Suite 700
Toronto, ON M4P 3A1

FEES:

\$1,295 per participant - IBAO MEMBERS ONLY
(Includes session, lunch and materials)

RIBO ACCREDITATION:

16 RIBO CE Credits, and completion of this program fulfills the sales component of the Canadian Professional Insurance Broker designation.

FACILITATORS:

Brent Gilbert, BEd, CCIB, CSP

Derek Faulconer

Glenn White, CAIB, CSP, AIPC