



2015 IIABL EDUCATION CONFERENCE & TRADE SHOW

MARCH 11, 2015

8:00am—4:30pm

CROWNE PLAZA—BATON ROUGE

Filed for 6 Hours CE

PROGRAM

8am—9am

Breakfast

9am—12pm

Producer & Staff Management

Understanding that sales are the first cornerstone of all agencies, what is the number two opportunity agencies can focus on to be successful? Quality producers? Efficient Staff? Enforced procedures? How about all three? The number two opportunity to agency success lies in the operations management executed within your agency in ways that support sales. In this seminar, you will learn now to leverage the tools already available to you in order to manage your agency successfully and profitably.

12pm—1:30pm

Lunch with exhibitors

1:30pm—4:30pm

10 Myths of Agency Management

1. M&A's create synergies
2. Carriers pay higher contingency bonuses for more volume
3. Revenue per person drives profits
4. Agencies need more than seven carriers and ten brokers
5. A.M. Best ratings are stability ratings
6. Agents do not owe their clients a coverage checklist
7. Selling multiple policies results in higher retention
8. Producers should be self-motivated
9. Agencies have to stay in trust
10. Sales solve everything

Chris Burand is president and owner of Burand & Associates, LLC, a management consulting firm specializing in the property-casualty insurance industry. Chris is recognized as a leading consultant for agency valuations, producer compensation plans, E&O carrier approved E&O procedure reviews, and agency operation reviews.

REGISTRATION:

IIABL Members & Associate Members: \$180.00

Non-Member: \$225.00

Name:	
Agency:	
Address:	City:
Phone #:	
License #:	

Return & make check payable to:

IASC

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