

TECHNICAL ADVISORY

TA 183

April 16, 2001

SUBJECT: IIAA's Virtual University Free e-Newsletter

BACKGROUND: The Independent Insurance Agents of America (IIAA) has created a "Virtual University" that provides a wealth of information that is free to Big-I agents via the Internet. One of the most significant segments of the Virtual University is a Research Library, which grows monthly with new articles submitted by experts from across the country. The articles are cataloged and announced in the Virtual University's free bi-weekly e-newsletter called "VUpoint Newsletter."

MAIN POINTS: The major categories of articles are: **Personal Lines, Commercial Lines, Agency Management, Sales and Marketing, Customer Service, and Technology & Internet.** Currently, there are over 25 articles in each category. Here is a small sampling of the articles now posted:

Personal Lines:

"The Homeowners Policy and College Students"

"Dealing With Divorce"

"The PAP and Rented Motor Homes, UHaul Trucks, & Trailers"

Commercial Lines:

"DOC vs. Individual Named Insured Endorsement"

"CGL Additional Insureds – A Risky Business"

"How to Explain Coinsurance to Clients"

Agency Management:

"Employee Internet Usage Policy"

"Profits, Expenses, Salaries, and More"

"E&O Security for the 24/7 Agency"

Sales and Marketing:

"17 Ways to Build Your Personal Lines Book"

"Why Some Agencies Can Sell and Others Can't"

"Low Bid Syndrome"

Customer Service:

"Top Ten Mistakes Employees Make With Customers"

"How to Change a Dissatisfied Customer Into an Angry One"

"Using Technology to Improve Customer Service"

Technology & Internet:

“Great Insurance Web Sites”

“How to Build an Agency Web Site That Works”

“Synchronizing Bookmarks Between Browsers”

**NECESSARY
ACTION:**

To receive free bi-weekly updates of the Vupoint Newsletter, send a BLANK e-mail (no Subject or Message required) to iaavu-subscribe@listbot.com. You can unsubscribe at any time, if you choose to.

At present, there are over 2,000 subscribers nation wide, and insurance folks all across the country are finding what a wealth of useful information is on the IIAA Virtual University web pages, and the VUpoint Newsletter. Don't miss a single issue – sign up today, and have this tremendous resource come right to your computer!

Be sure to visit IIAA's Virtual University at www.independentagent.com/industry.