

## WEEK ONE DAILY SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday
<i>Time / Topic</i>	<b>ESSENTIAL SELLING SKILLS</b>	<b>ESSENTIAL SELLING SKILLS</b>	<b>ESSENTIAL SELLING SKILLS/AINS</b>	<b>AINS</b>	<b>AINS</b>
<b>7:30-8:00</b>	Continental Breakfast	Continental Breakfast	Continental Breakfast	Continental Breakfast	Continental Breakfast
<b>8:00-8:30</b>	Program Introduction and Objectives—Why Sales?	Review of Prior Day’s Skill Practice	Review of Prior Day’s Skill Practice	Review of Prior Day’s Skill Practice	Review of Prior Day’s Skill Practice
<b>8:30-9:30</b>	What Makes a Positive Buying Experience?	<b>Step 1: Preparation</b> <ul style="list-style-type: none"> <li>Designing a Customer Acquisition Plan</li> <li>Marketing v. Selling</li> <li>Doing Research</li> </ul>	Creating Great Questions <ul style="list-style-type: none"> <li>Cost</li> <li>Coverage</li> <li>Confidence</li> <li>Walking Away</li> </ul>	<b>Property Loss Exposures and Policy Provisions</b>	<b>Overview of Commercial Insurance</b> <ul style="list-style-type: none"> <li>Insurance as a Risk Management Technique</li> <li>Forms of Ownership</li> </ul>
<b>9:30-9:45</b>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>
<b>9:45-10:30</b>	Traits of Ultimate Producers <ul style="list-style-type: none"> <li>Achievement</li> <li>Goal Setting</li> <li>Emotional IQ</li> <li>Social Skills</li> </ul>	<ul style="list-style-type: none"> <li>What Insurance Consumers Want</li> <li>Establishing Rapport and Trust</li> <li>Creating Differentiators</li> </ul>	<b>Step 3: Information</b> Fact-Find Documents <ul style="list-style-type: none"> <li>How to get what you need</li> <li>From whom?</li> <li>Forms and resources</li> </ul>	Property Loss Exposures and Policy Provisions	<b>Overview of Commercial Insurance</b> <ul style="list-style-type: none"> <li>The CPP</li> <li>Determining Commercial Insurance Premiums</li> </ul>
<b>10:30-11:45</b>	Building a Solid Foundation <ul style="list-style-type: none"> <li>Ego States</li> <li>Communication Styles</li> <li>Behaviour Styles</li> <li>Learning Methods</li> </ul>	Question Based Qualifying <ul style="list-style-type: none"> <li>Types of Questions</li> <li>Relationship-based Prospect Lists</li> <li>Decision Makers</li> </ul>	<b>Step 4: Recommendation</b> <ul style="list-style-type: none"> <li>Proposals that Sell</li> <li>Presentations</li> <li>Closing the Sale</li> <li>Post-sale activities</li> </ul>	<b>Liability Loss Exposures and Policy Provisions</b>	<b>EXAM: AINS 21C</b>
<b>11:45-12:30</b>	<i>Lunch—10 Commandments of Telemarketing</i>	<i>Lunch—Aligning with the Gatekeeper</i>	<i>Lunch—Using Social Media</i>	<i>Lunch—Evaluating the Opportunity</i>	<b>Class Ends at Noon HOMEWORK ASSIGNMENT</b>
<b>12:30-1:45</b>	Creating Value—Selling ‘You’	Active and Passive Listening <ul style="list-style-type: none"> <li>Anticipating Responses</li> <li>Understanding Objections</li> <li>The Martini Glass</li> </ul>	<b>Analyzing Insurance Contracts</b> <ul style="list-style-type: none"> <li>Elements of a Contract</li> <li>Insurance Contracts Structure of Insurance Policies</li> </ul>	<b>Liability Loss Exposures and Policy Provisions</b>	
<b>1:45-2:00</b>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>	
<b>2:00-3:00</b>	The Essential Selling Skills Process	<b>Step 2: Evaluation</b> <ul style="list-style-type: none"> <li>Agenda for the Evaluation Meeting</li> <li>Strategic and Tactical Questions</li> </ul>	<b>Analyzing Insurance Contracts</b>	<b>Risk Management</b>	
<b>3:00-5:00</b>	<i>Skill Practice</i>	<i>Skill Practice</i>	<i>Skill Practice</i>	<i>Skill Practice</i>	<i>Skill Practice</i>

## WEEK TWO DAILY SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday
<i>Time / Topic</i>	<b>AINS</b>	<b>AINS</b>	<b>AINS</b>	<b>AINS</b>	<b>COURSE WRAP-UP</b>
<b>7:30-8:00</b>	Continental Breakfast	Continental Breakfast	Continental Breakfast	Continental Breakfast	Continental Breakfast
<b>8:00-8:30</b>	Welcome Back and Homework Debrief	Review of Prior Day's Skill Practice	Review of Prior Day's Skill Practice	Review of Prior Day's Skill Practice	Review of Prior Day's Skill Practice
<b>8:30-9:30</b>	<b>Commercial Property I</b> <ul style="list-style-type: none"> <li>• Building and Personal Property Coverage</li> <li>• Fluctuating Values</li> <li>• Blanket Insurance</li> </ul>	<b>EXAM: AINS 23A</b>	<b>Commercial General Liability</b> <ul style="list-style-type: none"> <li>• Coverage A—BI and PD</li> <li>• Coverage B—PI and AI</li> <li>• Coverage C—Med Pay</li> <li>• Supplementary Paymts</li> </ul>	<b>EXAM: AINS 23B</b>	<b>EXAM: AINS 23C</b>
<b>9:30-9:45</b>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>
<b>9:45-10:30</b>	<b>Commercial Property I</b>	<b>Commercial Crime</b> <ul style="list-style-type: none"> <li>• Insuring Agreements</li> <li>• Crime Programs</li> </ul>	<b>Commercial General Liability</b>	<b>Workers Compensation</b> <ul style="list-style-type: none"> <li>• State Statutes</li> <li>• The WC and EL Policy</li> </ul>	Class Presentations and Program Review
<b>10:30-10:45</b>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>
<b>10:45-11:45</b>	<b>Commercial Property II</b> <ul style="list-style-type: none"> <li>• Causes of Loss Forms</li> <li>• Other Property Forms</li> <li>• Endorsements</li> <li>• Property Conditions</li> <li>• Rating Property</li> </ul>	<b>Equipment Breakdown</b> <ul style="list-style-type: none"> <li>• Insuring Agreements</li> <li>• Exclusions</li> <li>• Limits</li> <li>• Conditions</li> </ul>	<b>Commercial General Liability</b> <ul style="list-style-type: none"> <li>• Who is an Insured?</li> <li>• Limits of Insurance</li> <li>• CGL Conditions</li> </ul>	<b>Workers Compensation</b> <ul style="list-style-type: none"> <li>• Classification</li> <li>• Rating</li> <li>• Experience Mods</li> </ul>	<b>Course Wrap-Up and 60 Day Plan</b>
<b>11:45-12:30</b>	<i>Lunch—Case Study and Question Preparation</i>	<i>Lunch—Case Study and Question Preparation</i>	<i>Lunch—Case Study and Question Preparation</i>	<i>Lunch—Case Study and Question Preparation</i>	<b>Class Ends at Noon</b>
<b>12:30-1:45</b>	<b>Commercial Property II</b>	<b>Inland and Ocean Marine</b> <ul style="list-style-type: none"> <li>• Exposures</li> <li>• Insuring Agreements</li> </ul>	<b>Commercial Auto</b> <ul style="list-style-type: none"> <li>• Business Auto</li> <li>• Garage Form</li> <li>• Motor Carrier Form</li> </ul>	<b>Other Commercial Coverage</b> <ul style="list-style-type: none"> <li>• Excess and Umbrella</li> <li>• Professional Liability</li> <li>• Management Liability</li> </ul>	
<b>1:45-2:00</b>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>	
<b>2:00-3:00</b>	<b>Business Income and Extra Expense</b> <ul style="list-style-type: none"> <li>• Other Forms and Endorsements</li> <li>• Rating Business Income</li> </ul>	<b>Inland and Ocean Marine</b>	<b>Commercial Auto BOP Farm</b>	<b>Other Commercial Coverage</b> <ul style="list-style-type: none"> <li>• Aircraft</li> <li>• Foreign Exposures</li> <li>• Surety</li> </ul>	
<b>3:00-5:00</b>	Field Practice—Selling Property	Field Practice—Selling Property	Field Practice—Selling Liability and Auto	Field Practice—Selling Workers Compensation and Other Commercial Coverage	

# VIRTUAL ULTIMATE PRODUCER SCHOOL



4 weeks, Mon-Thurs, 2 hrs per day  
**Contact us for more information about  
our virtual programs.**