


# B2B – ADMS Agent Training Series

The success of the Agent Digital Marketing Solution (ADMS) significantly enhanced agents' understanding and utilization of digital marketing tactics. To support this growth, I developed and designed a Digital Agency Training program.

This program includes promotions, presentations, customer service scripts, and progressive training videos to help agents improve their effectiveness in office operations, marketing, sales, and measurement.

 **Nationwide**  
It's on your side

## Digital Agency Training

Helping agents compete and win in today's digital marketplace

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### Customer preferences are shifting

Nearly **3 out of 4** insurance shoppers do some form of online research

**26%** Buyers who've purchased general insurance online using web or mobile

Insurance customers who are digitally active: **70%**

Sources: Policy Watchhouse Group, Bain & Company

### Untapped Opportunity

Agencies that apply digital best practices have the potential to unlock a significant new opportunity to grow their business.

However, the training program does not in any way guarantee individual success; agents must make whatever decisions they deem necessary and appropriate for their agency.

Sources: Harvard Business Review, Nationwide agency pilot results

#### Insurance agencies that have embraced digital

|  |  |   |
|--|--|---|
| Up to <b>65%</b><br>Acquisition cost reduction | Up to <b>90%</b><br>Reduction in operational costs | Up to <b>20%</b><br>Improvement in conversion rates |
|--|--|---|

#### Nationwide agencies that have adopted digital selling best practices

|                          |                                    |                                     |
|--------------------------|------------------------------------|-------------------------------------|
| <b>96%</b><br>Quote rate | <b>&gt;30%</b><br>Conversion rates | <b>&lt;\$100</b><br>Per acquisition |
|--------------------------|------------------------------------|-------------------------------------|


### Digital Sales Training

- Free, comprehensive training for our most committed agents
- Designed to help agents learn and implement digital selling best practices
- Based on actual experiences and practices used by digitally successful Nationwide agencies




★ NEW OFFERING


#### 1 Office Operations




#### 2 Sales Operations



#### 3 Marketing Operations



#### 4 Measuring Success

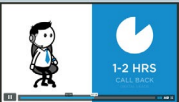


### On-Demand Videos

#### Digital Acumen Series


##### Part 1 (Foundational)

SPEED TO LEAD



##### Part 2 (Intermediate)

CREATE AN ENHANCED DIGITAL EXPERIENCE



##### Part 3 (Advanced)

THE NEXT LEVEL FOR YOUR DIGITAL AGENCY

