



**“Send us your rookie, and we’ll send you back,
A WARRIOR!”**

The most powerful, transformational, and results producing Producer training in the country.

“I have attended many courses over the years, your camp has had the most profound and positive effect on my entire career of any of them. Thank you” Sarah Prince, Burbank, CA

“Accelerated Producer Intensive” – overview

1. Who it’s for:

This event was developed 9 years ago at the request of agents Phil competed with in his first firm, because his producers were experts at *qualifying buyers*, and building books rapidly.

Most agency principals have *little time and energy* to train and mentor newer producers, and a high degree of “hope” comes into the equation that the producer will be as good as “they were”, which rarely works out. The course was developed, and through word of mouth, the camps have grown in number, and into other cities in the US.

There are three types of producers that benefit the most from the training:

- a. **New producers** needing to have a fundamental basis to build their books and careers as solid and fast as they can. They are educated in personal marketing, how to deal effectively with underwriters, sales process and protocols to allow them to effectively compete, and a plan to grow their books through repetition of the plan, delegating effectively and developing themselves into a professional.

- b. **CSR and “account executives”**, who want to transition to the production role, who are already insurance professionals, but have no idea how to get started in the “transition” to the producer role.
- c. **Experienced producers** from 3-20 years, who find themselves “stuck” in terms of growing their books to a higher level. Many producers find themselves in this position when their books develop revenue of \$250,000 to \$400,000 and they do not know how to make the jump into the 7 figures. The causes range from proper vision of what they actually want to achieve to targeted marketing understanding why their “favorite clients” buy from them which allows them to work a systemized referral system as well as re-energize their approach to the market they choose to grow in.
(This class of Producers have provided the **most glowing testimonials of all three** types of producers)

“Being a seasoned Producer, I had no idea how this class would benefit me. The number of light bulbs that went off in this 3 day course could light up the Golden Gate Bridge!”
Jake Lombardo, San Jose, CA

2. **What you will learn:**

The following is a day by day outline of the curriculum:

A. **Day One: Marketing**

- 1. Why you are here, and what do you want to achieve in your career to understand the task before you. Actual goal setting that sets the stage for the rest of your career.
- 2. Marketing:
 - a. Understanding personal marketing, systematic developing of an effective, 12-15 second “elevator speech”, how marketing works as “What marketing does not do, sales has to make up for”.
 - b. Understanding the insurance buyer, and why they buy from us, understanding levels of interest and how that quantifies

- c. Learn a process of how to interview your favorite clients and learn the truth about what differentiates you; VASTLY improving marketing copy, emails, and voicemails
- d. 9 Personal marketing tactics that cost virtually nothing including Associations, telemarketing, email marketing, and the best training on the use of the phone anywhere.
- e. “Permission Marketing”, to understand the power of understanding the levels of permission we must achieve with buyers to “earn the right” to sell to them in the first place; explaining why rejection happens and how to work through it.

Evening: “Hot Seat” session where any individual who wants to be coached individually, will receive that in the presence of the group. Very powerful.

B. Day Two: Sales Training

1. “Typing the buyer”
2. “Qualifying the buyer”; probably one of the most powerful segments of the course as a good understanding of this and given the tactics and confidence to use them allows even the youngest producer the power to stick up for themselves in a competitive situation and not be taken advantage of by the buyer, who is trained to lie to you.
3. Making the calls. There is a guest trainer, John Klymshyn, author of [How to Sell Without Being a Jerk](#), to take away forever, the fear and awkward reaction to using the phone to market yourself, and when appropriate, to sell using the phone.
4. Relationship selling; marketing and selling using the knowledge of how relationships develop, and how you can use this to expand your success.
5. Managing your statistics; Key Performance Indicators and what behaviors will need to be measured to manage yourself.
6. Setting your sales goals; right down to daily measurement.

C. Day Three: Putting it all together: The Plan

There is no training that can be effective without a commitment to put it on the ground. Here we develop your own personal marketing and sales plan to get into action. You will have chosen a target market (industry, number of employees, average commission per account, and most importantly “who they are”), and at least two marketing tactics you will employ immediately. You will have a sales plan which will allow you to attack your market, intelligently and a way to measure everything from your daily behavior to the final annual numbers you will produce.

You will learn delegation skills necessary to allow you to leverage yourself, thus removing the personal excuse of being “busy” being the reason you do not execute marketing and sales activity. Learn to grow your book into the 7-figure arena and still have a life.

Prepare you for the 30 days of mentoring I provide to every participant to assure that you are executing your plan.

"The best impact this had for me was conquering of my fear. This will help me overcome anything that stands in my way of being a successful insurance agent. Having my sales plan and goals to reach them will work great for me."

Nathan Borecki, Simi Valley, CA

Going Forward:

Every participant will be coached and mentored by me personally enabling them to put their plan of action into practice, and help to navigate getting everything started and moving. In my experience, this does the trick.

Further coaching will be available, and negotiated on a case by case basis depending on the experience level of the Producer, and the support capabilities of the agency they work for.

Important: Every registration contains a **100% Money Back Guarantee** provided to anyone attending. If for ANY reason, after Day 1, the participant is not satisfied

they do not need to return for day 2 and they will be immediately refunded their full tuition.



The camp is HIGHLY INTERACTIVE, and is in every way a WORKSHOP. The atmosphere is high energy and intense, as the brand title suggests. Participants will be exhausted by the end of the day, but highly energized. This intensity does not leave them as I personally make sure they put the training into action in the ensuing 30 days.

From Phil, and the entire team, we thank you.

Good Hunting!

Phil Beakes