



About Phil Beakes

After graduating from the University of California at Santa Barbara in 1977, Phil entered the insurance industry as a Property and Casualty claims adjuster. At 26 moving to the “income side” of the industry, joined a national broker as a producer, because he “didn’t know it was hard”; \$100,000 in commission in the first year!

At the age of 29 he co-founded his own agency, Golden Pacific, writing Commercial P&C and Workers Compensation. Phil began development of a system of training and developing young producers into financial viability faster than almost anyone in the industry.

With strong “organic” growth, they reached 10th largest in LA County, with gross commission income of over \$8.5 million, 80 employees and three offices, closing rates over 75%, and client retention averaging 92%. Most of Phil’s original producers are very successful today. It was estimated, that the people Phil trained and developed, are today selling and renewing \$1 Billion in premium! It’s a proud legacy.

He sold his interest in the firm in 2001 and began the next leg is of a fascinating career. His first consulting engagement was a leading insurance agency in Santa Barbara, California where he was appointed CEO and served there for three years. Implementing his Producer tactics and organizational skills, the firm was transformed and grew their commission income by \$2 million (35%).

In 2006, Phil served as CEO of the second largest “live seminar” training company in North America in Vancouver, B.C, (Tony Robbins was number one; we were number two). They reorganized through a complete “Reverse the Org Chart” process into a customer-centric company increasing sales to \$65MM, doubling the profit and allowing the Owner to do what he did best all over the world.

In late 2007 he launched a national speaking and consulting campaign, speaking to insurance and CEO groups throughout the US and Canada over 50 times in 18 months. But the insurance industry called him back into service.

As expert in transforming Producers into strong and profitable contributors, in the least amount of time, the industry came to Phil asking to develop a training and mentoring program for their Producers. The **Accelerated Producer Intensive was launched!**

Phil has expanded the Accelerated Producer Intensive workshops and consulting throughout the country, including a camp for agency Principals learning about hiring and managing Producers called the **Sales Leadership Summit**.

A book is in the works, and Phil looks forward to meeting new insurance Professionals ready to grow their agencies, and themselves. Good Hunting!