If one of your greatest challenges is developing and motivating good producers... State Auto can help!

Testimonials

**PACESETTER PROGRAM**

Stephen Apkenbaum
Insurance Concepts of St. Louis
St. Louis, MO

"PaceSetter is the road map to success. It teaches the skills necessary to build a strong book of business from scratch and instills the confidence you need in a competitive environment. Simply put, it is the best decision I have made in my young insurance career."

Shane Galpin
PaceSetter Alumni
Western Insurance Agency
Bellevue, NE

"Even the excellent classroom training by professionals in the industry to the supportive and knowledgeable coaches who work one-on-one on a scheduled basis, the program offers something for everyone whether novice or seasoned. The accountability to a coach on a regular basis keeps you focused, and the support and encouragement to achieve your greatest potential is a tremendous asset."

Michael Eck
Eck Agency
Atlanta, KS

"I am a very goal-oriented person, and PaceSetter helped me attain the goal I set for myself. They taught me to be a better agent than I ever thought possible."

Mike Gould
Guy Insurance Agency
Nashville, TN

"The PaceSetter Program taught me many great things. I feel most importantly, it taught me how to manage my time and prioritize. I am positive that I can attribute my success as a rookie agent to PaceSetters. I would highly recommend it to anyone regardless of age or experience."

**SPONSOR SALES MANAGEMENT PROGRAM**

Linda Propster, State Auto Claims Manager, works with the commercial and personal line PaceSetters.

PaceSetter alumni return to visit each new class during the mid-year reunion. From left: Michael Eck, Eck Agency, Attica, KS; Tim Jones, Windham-Baldwin Corporation, Bethlehem, PA; Shane Galpin, Western Insurance, Duluth, GA; Traci Davis, First Texas Insurance Services, Arlington, TX; Mike Gould, Geny Insurance Agency, Nashville, TN; and Jeff Winkler, National Marketing Alliance, one of The Dynamics of Sales Management instructors.

Jeff Winkler, National Marketing Alliance, is one of The Dynamics of Sales Management instructors.

Larry B. Kerr
Founding Member
Innovative Insurance
Nashville, TN

"The PaceSetter Sponsor Sales Management Program was very well organized and certainly kept our attention. I believe it will be very helpful in managing our PaceSetters. We gave the course a close understanding of what the PaceSetter was learning to make sure we can complete their training with various follow-up opportunities. Thank you again. The training I received was very worthwhile."

Bob Restrepo, President and CEO of State Auto, addresses a PaceSetter class.

Craig Andrews, Commercial Lines Faculty, explains commercial insurance principles.

State Auto’s innovative PaceSetter producer development program is an intensive yearlong sales partnership between you, your producer, your agency and State Auto. Our team of insurance sales professionals works closely with each PaceSetter producer and agency to develop the marketing, sales, and underwriting expertise necessary to write quality business— and improve your agency’s bottom line.

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PACESETTER PROGRAM

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Shane Galpin
Pacesetter Alumni Coordinator, Eastern States Insurance Agency, Poughkeepsie, NY

"The excellent classroom training by professionals in the industry to the supportive and knowledge-based coaches we interact with on a scheduled basis, the program offers something for everyone, whether novice or seasoned. The accountability to a coach on a regular basis keeps you focused, and the support and encouragement to achieve your greatest potential is a tremendous asset."

Michael Eck
Eck Agency, Attica, KS

"I am a very goal-oriented person, and PaceSetter helped me achieve my goal fast for sure. They taught me to be a better agent than I ever thought possible."

Mike Gould
Grayson Insurance Agency, Paducah, KY

"The PaceSetter Program taught me many great things. I feel most importantly, it taught me how to manage my time and priorities. I feel positive that I can attribute my success as a rookie agent to PaceSetters. I would highly recommend it to anyone regardless of age or experience."

PaceSetter Alumni return to visit each new class during the mid-year reunion. From left: Michael Eck, Eck Agency, Attica, KS; Adam Barton, Woodring-Roberts Corporation, Bethlehem, PA; Sharon Galpin, Weathers Insurance, Duluth, GA; Traci Davis, First Texas Insurance Services, Arlington, TX; Mike Gould, Geny Insurance Agency, Nashville, TN; John Williams, Haverstock Insurance Agency, Murray, KY.

The PaceSetter Program

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Accepting registrations April 7 – May 2, 2008 for the July 2008 PaceSetter Program

For application information, visit StateAuto.com/AgentSite (look under Popular Links)
Your PaceSetter returns to Columbus
You provide an Agency Sponsor, per Before being confirmed into the PaceSetter
NOTE: Your producer must be licensed
Your producer begins this 12-month Training Allowance Training CDs      Incentive (CL)  Underwriter)
Company H
Company G
Technical Dynamics Webinar Travel  Hotel  Sales DOS  Salesforce Sales  Sales  Quarterly  Sales  Fee  Cruise  My Loss Advertising Designation
Class Reunion.
Your producer remains committed to the program. Your agency will benefit immensely
You lose the lost time, but nothing is lost because PaceSetter is an excellent marketing tool and your agency
The Producer Development Conference
Five-day, four-night Training of Selling
Entrepreneurship sells your producer during the Producer Development Conference, and the Mid-Year PaceSetter Class Reunion.
A proven prospecting and sales system
A five-day, four-night Training
PaceSetter Academy
Three and a half day seminar for
Student Annotations
Dynamics Of Selling sales program presented to its
MAnAGEMEnT SEMInAR
THE SPOnSOR SAlES
PaceSetter Average*
Average new premium written per participant for all lines, all companies.
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Technical Dynamics Webinar Travel  Hotel  Sales DOS  Salesforce Sales  Sales  Quarterly  Sales  Fee  Cruise  My Loss Advertising Designation
PaceSetter Super Producer Block Rape of the Murphys Insurance Group in Wisconsin. Will share his experiences with a new PaceSetter class.
programming choices—What are the
Competition strategies—What are the elements of a cooperation plan, and how a successful plan developed?
Managing for Success with the DSSC profile—Understanding behavioral characteristics and how they impact performance.
What makes a successful salesperson?
What makes a successful salesperson?
Your producer will be selected to be placed into the June PaceSetter Program based on your producer’s quarterly sales and marketing efforts and your territory’s performance.
The Producer Development Conference
PaceSetter... A Producer Development Program
THE PRODUCER DEVELOPMENT CONFERENCE INCLUDES:
• The highly acclaimed Dynamics Of Selling program presented to its
• Comprehensive technical training pro-
• A proven prospecting and sales system
• A producer development and sales training program which guides your producer’s sales efforts in the coming year. This course begins implementing that marketing campaign and reinforces your producer’s efforts throughout the year.
• Goal setting and management—How to set sales goals, look at your producer’s goal needs and make performance reports.
WHAT’S IN IT FOR YOUR AGENCY?
Your agency benefits immensely from PaceSetter, if you and your producer remain committed to the program.
What benefits, exactly, can you expect from PaceSetter? What makes a successful salesperson?
Your producer can participate in self-study courses.
A team professional produces, overall
WHAT CAN YOU EXPECT FROM STATE AUltE
Caribbean
• 24-hour sales information line.
• Quarterly sales phone conferences.
• Monthly sales reports.
• 1000% Refundable.
• Registration fee includes the Producer Development Conference, Sponsor Sales Management Seminar, Mid-Year Pace Setter Reunion, private hotel accommodations, breakfast, lunch, and a travel allowance. How to make the PaceSetter class if you are not able to attend.
Your application cannot be considered until the PaceSetter Fee has been received.
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• A producer development and sales training program which guides your producer’s sales efforts in the coming year. This course begins implementing that marketing campaign and reinforces your producer’s efforts throughout the year.
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WHAT’S IN IT FOR YOUR AGENCY?
Your agency benefits immensely from PaceSetter, if you and your producer remain committed to the program.
What benefits, exactly, can you expect from PaceSetter? What makes a successful salesperson?
Your producer can participate in self-study courses.
A team professional produces, overall
### Pace Setter Academy

**Pace Setter Academy**

Pace Setter Academy is a professional development program designed to enhance the skills of producers and salespeople. The program offers comprehensive training, including workshops, seminars, and coaching to improve sales strategies, prospecting techniques, and customer service. It is aimed at helping producers and salespeople achieve better performance, increase sales, and improve overall business outcomes.

**What's Included:**
- **Dynamics of Selling:** A proven selling system that helps producers and salespeople identify and close potential clients.
- **Profile Development:** Understanding behavioral profiles to better target customers.
- **Higher Producer Retention:** Strategies for retaining producers and salespeople.
- **More Profitable, Targeted Business:** Methods for creating effective marketing plans and strategies.

### How to Enroll

1. Visit the State Auto website at www.stateauto.com/agentsite
2. Contact Luanna Matthews at 800-444-9950 ext. 4931 for more information.

### Registration and Cost

- **Early Bird Discount:** $250 off if payment is received by March 25, 2011.
- **Program Fee:** $1,000
- **Additional Fee:** $250 for optional 26-week optional program

### Contact Information

Luanna Matthews
800-444-9950 ext. 4931
luanna.matthews@stateauto.com

###wen State Auto Academy

The Pace Setter Academy is a program designed to help producers and salespeople improve their sales strategies and prospecting techniques. The program offers a variety of training options, including workshops, seminars, and coaching, to help producers and salespeople achieve better performance, increase sales, and improve overall business outcomes.

**What's Included:**
- **Dynamics of Selling:** A proven selling system that helps producers and salespeople identify and close potential clients.
- **Profile Development:** Understanding behavioral profiles to better target customers.
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### Contact Information

Luanna Matthews
800-444-9950 ext. 4931
luanna.matthews@stateauto.com
Your PaceSetter returns to Columbus
A State Auto Sales Coach is assigned
Internet access, and a personal e-mail address.
A Producer Development Conference must have a dedicated PC with
before being confirmed into the PaceSetter
Program.

Your producer begins this 12-month

HOW PACESETTER WORKS

THE PRODUCER DEVELOPMENT CONFERENCE INCLUDES:
- The highly acclaimed Dynamics Of
  Selling sales program presented to its
  seminar by faculty from The National
  Alliance (for Education and Research).
- Comprehensive technical training pro-
  vided by State Auto staff.
- A proven prospecting and sales system
guiding your producer's sales and marketing
efforts in the coming year. Producers
work closely with your producer.
- A producer Development Conference
which guides your producer's sales
and marketing territory.
- Coaching from a Sales Coach.

THE SPONSOR SALES MANAGEMENT SEMINAR
This two and a half day seminar for
PACESETTER program includes:
- Understanding behavioral characteristics and how they impact
sales performance.
- A proven professional sales

PaceSetter Academy
Your producer must be selected before being confirmed into the PaceSetter
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entirety by faculty from The National
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- Comprehensive technical training pro-
vided by State Auto staff.
- A proven prospecting and sales
system which guides your producer's
sales and marketing territory.
- Coaching from a Sales Coach.
- Your agency will benefit immensely
from your PaceSetter

WHAT'S EXPECTED OF A PACESETTER PRODUCER?
Once the PaceSetter returns to your
agency, the sales commitment fully
Training Allowance Training CDs
Incentive (CL) Underwriter

WHAT'S IT FOR IN YOUR AGENCY?
Your agency benefits immediately from
PaceSetter, if you use your pro-
ducer Development Conference as

WHAT CAN YOU EXPECT FROM STATE AUTO
State insurance leads back are provided for your producer during the
Producer Development Conference and the
Mid-Year PaceSetter Class Reunion.

THE SPONSOR
SALES MANAGEMENT SEMINAR
This two and a half day seminar for PaceSetter producers includes the
Dynamics Of Selling sales program and can be used to update
your CE designation.

OTHER IMPORTANT FEATURES
- Fees are 100% refundable.
- A registration fee of $1,000
is assessed to producers who cancel
any time after February 20, 2012.
- A registration fee of $1,000
is applicable to withdrawals/cancel-
lations of class. The entire fee is forfeited once class begins.
- A $150 fee will apply to withdrawals/cancellations
after May 6, 2011. A $1,000 fee will apply to withdrawals/
cancellations received less than 30 days prior to beginning
of class. The entire fee is forfeited once class begins.
- Your application cannot be considered until the PaceSetter has been received.
- The registration fee is invoiced and due at the time of registration.
- Your agency's participation is optional if you have attended the Sponsor Sales Management Seminar since August 2005. Otherwise, you will need to consider a future PaceSetter class if you are not able to attend.

The Producer Development Conference SELF-STUDY COURSES
Participants may be required to take self-study courses.

WITHDRAWAL/CANCELLATION POLICY
A $100 fee will be applicable to withdrawals/cancel-
lations received less than 30 days prior to beginning
of class. The entire fee is forfeited once class begins.

ATTENDANCE POLICY
Zero Tolerance—PaceSetters are required to attend all sessions in
their entirety, without exception. The only acceptable excuse for tar-

PaceSetter... A Producer Development
Program

Mid-Year PaceSetter Class Reunion
Six months into the PaceSetter year, eligible PaceSetters rejoin their class in
Columbus for a 2½-day sales confer-
cence. Faculty of The National Alliance
turns to lead a Dynamics of Selling
courses.

PaceSetter Super Producer Block Blow of the Murphine Insurance Group in Waunakee,
their sales experience with a new PaceSetter class.

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"I love the excellent classroom training by professionals in the industry to the supportive and knowledge-sharing coachees and interactions on a scheduled basis, the program offers something for everyone whether novice or seasoned. The accountability to a coach on a regular basis keeps you focused, and the support and encouragement to achieve your greatest potential is a tremendous asset." |
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| **Stone Weber**  
Anchor-Husk-Walter Agency Inc.  
Columbus, OH  
"I hope to have someone in each Pacesetter class and have a different sponsor within the agency attend the sales management half of the program. I think it is the consultative sale approach along with the commitment to maintaining that match our culture with the fundamentals of the Pacesetter experience. It works and everybody wins—from the new clients, the Agency, the new hire, and the Insurance Company. A win/win/win/win/win... Thank you (again) and Congratulations (again)." |
| **Timothy J. Konich**  
President  
Consolidated Union  
Logansport, IN  
"The PaceSetter Sponsor Sales Management Program was very well organized and certainly kept our attention. I believe it will be very helpful in managing our PaceSetters. You gave us a clear understanding of what the PaceSetter won training, and how we must to complete their training with a follow-up program. Thank you again. The training I received was very worthwhile." |

**PACESETTER PROGRAM**

**FEES 100% REFUNDABLE**

Since 1997

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