**REGISTRATION INFORMATION**

State Auto’s PaceSetter Program is only available to State Auto agencies. It can be accessed through StateAuto.com/AgentSite.

**Dates, fees and additional information**
- Go to StateAuto.com/AgentSite
- After logging in, click on the PaceSetter Program under popular links
- This will take you to the PaceSetter website

**How to apply**
- Listen to the Pre-Registration Information Line Message by dialing 888-999-6445
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**TESTIMONIALS**

**Matt Lee**  
*Marshall Young Insurance, Cleburne, Texas*  
“The State Auto PaceSetter Program provided me with the structure I needed to be successful in all areas of my job. Before PaceSetter I felt like I was floundering. The benefit of having a sales coach to bounce ideas off and get encouragement from is immeasurable. My production has increased across the board with all our companies, not just State Auto.”

**Traci Davis**  
*First Texas Insurance Services, Arlington, Texas*  
“The PaceSetter Program kicked me into another gear with production and goals. Being accountable to someone and achieving goals makes all the difference in the world. The coaching staff and the entire program is the best of the best.”

**Michael Eck**  
*Eck Agency, Attica, Kan.*  
“I am a very goal oriented person, and PaceSetter helped me attain the goals I set for myself. They taught me to be a better agent than I ever thought possible.”

**Matthew Ring**  
*Associated Insurance Agencies, Indianapolis, Ind.*  
“PaceSetter was my very first introduction to insurance sales and servicing. The program really gave me a solid understanding of not only what was expected of a young producer but also gave me the tools to succeed in this business. Between the coaching, the efforts of the PaceSetter Team and the amazing cruises, it’s a program that every producer should do!”

**CONFERENCE LOCATION**

State Auto Corporate Headquarters  
Pavilion Training Center  
518 East Broad Street  
Columbus, Ohio 43215

**PACESETTER TEAM**

**Contact**
- Luanna Matthews, CPCU, CISR  
  PaceSetter Coordinator  
  800-444-9950 ext. 4931  
  Luanna.Matthews@StateAuto.com
- Bridgette Brodbeck, CISR  
  PaceSetter Coordinator  
  800-444-9950 ext. 4490  
  Bridgette.Brodbeck@StateAuto.com

**Coaches**
- Ken Fields, CPCU, CIC  
- Diane Masterson, CPCU, CIC

Standing from left: Luanna Matthews and Bridgette Brodbeck.  
Seated from left: Ken Fields and Diane Masterson.

StateAuto.com/AgentSite  
(look under Popular Links)  
for application information

Follow us:

If one of your greatest challenges is developing and motivating good producers...State Auto can help!
State Auto’s innovative PaceSetter producer development program is an intensive year-long sales partnership between the agency sponsor, the producer, the 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 the agency’s bottom line.

**How PaceSetter works**

- The producer begins this 12-month sales and marketing effort by attending a Producer Development Conference at State Auto’s corporate headquarters in Columbus, Ohio. This two-week conference includes both technical and sales training.
- A State Auto sales coach is assigned to the producer. The sales coach works closely with the producer throughout the 12 months following the conference to monitor sales activities and further develop sales skills.
- The agency sponsor, typically the agency owner or sales manager, oversees the producer’s prospecting and sales activities in the agency and confers with the sales coach when needed.

**What’s expected of a PaceSetter producer?**

- Participates in weekly phone coaching with the sales coach
- Participates in quarterly sales phone conferences
- Participates in scheduled sales blitzes
- Attends the Mid-Year PaceSetter Class Reunion
- Updates the sales reporting system on a timely basis

**What’s in it for your agency?**

- More profitable, targeted business which can lead to higher contingency payments
- Increased production of quality business
- Higher producer retention
- A more professional producer, overall

**Two-thirds of new producers industry-wide don’t survive into the second year, but two-thirds of PaceSetters do.**

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**THE PACESETTER PROGRAM (52-week outline)**

**Pre-Conference**
- Complete application and sales profile
- Interview with sales coach
- Licensed and appointed with State Auto
- Orientation phone conference
- Complete intensive self-study program
- SWOT analysis
- Connection 100
- Time analysis study
- Sales webinars
- Mail merge training
  - Pre-approach letters
  - Connection 100 letters
- Activate Salesforce.com

**Producer Development Conference (2 weeks)**
- Comprehensive technical training
  - Underwriting principles
  - Coverage review of ISO forms
    - Property
    - Liability
    - Auto
    - Miscellaneous lines
  - State Auto-specific programs and endorsements
- Sales Training
  - Prospecting strategies
  - Dynamics of Selling
  - Cold calling
  - Time management
  - Sales role play

**Sponsor Sales Management Seminar (2½ days)**
- Dynamics of Sales Management
- Traits of today’s successful sales manager
- Selection and hiring
- Contract and equity issues
- Goal setting and monitoring
- Compensation strategies
- Managing For Success DISC profile

**Included for PaceSetter and Sponsor**
- Hotel accommodations
- Travel allowance
- Most meals

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