The Producer Development Conference

SELF-STUDY COURSES

Participants may be required to take self-study courses.

WITHDRAWAL/CANCELLATION POLICY

A $150 fee will apply to withdrawals/cancellations after May 16, 2012. 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.

ATTENDANCE POLICY

Zero Tolerance—PaceSetters are required to attend all sessions in their entirety, with exception. The only acceptable excuse for tardiness or absenteeism is a personal illness requiring medical attention.

Registration Fees  (100% Refundable)

July 2012 – July 2013

February 25 – 26, 2013

July 23 – 25, 2012

Sponsor - $4,950

Agency Investment

Hotel (14 nights) ........................................... $1,318
Travel allowance to Columbus (2 trips) .............. 640
Meals ............................................................... 240
Advertising .......................................................... 650
Dynamic of Selling Seminar ............................... 475
Dynamic of Selling CDs ..................................... 78
Dynamic of Selling Management Seminar .......... 475
Sales Profiles ..................................................... 150
Salesforce.com (1 year) ..................................... 200
My Loss Run ...................................................... 784
Sales Coaching (1 year) ..................................... 2,000
Total Value ....................................................... 8,468
Agency Investment ............................................ $4,560

Testimonials

“Toward the end of the seminar I was able to use the ideas, techniques and concepts that were taught to successfully improve my business. The PaceSetter Program is a great idea for new producers that want to succeed...not just learn the basics but learn to be the best.”

“Because of the great number of producers in attendance, the seminar offered lots of great ideas that I can use in my business. I highly recommend the PaceSetter Program to anyone who wants to succeed.”

“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.”

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“Prospecting is the engine that drives every successful independent. The PaceSetter Program not only enhanced my natural prospecting skills, it also helped me develop new skills that I will use every day.

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“The PaceSetter Program kicked me into another gear with production and goals. Being accountable to someone and having goals makes all the difference in the world. The coaching staff and the coaches are knowledgeable and caring. 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.”

PaceSetter Refund Incentive

Qualifying

State Auto premium: of fees paid:

$100,000 12%

$75,000 10%

$50,000 8%

Non-Qualifying

State Auto premium: of fees paid:

$100,000 11%

$75,000 9%

$50,000 7%
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NOTE:

Registration Fees (100% Refundable)

July 2012 – July 2013

Program Dates

July 16 – 27, 2012

Producer Development Conference

July 23 – 25, 2012

Sponsor Sales Management Seminar

February 25 – 26, 2013

Mid-Year Class Reunion

July 2012 – July 2013

Sponsor Coaching

Registration Fees

100% (Refundable)

- Registration fee includes the Producer Development Conference, Sponsor Sales Management Seminar, Mid-Year Class Reunion, private hotel accommodations, breakfast, lunch, and a travel allowance. Nominee and Sponsor – $4,950.
- A reduction in fee will be made if the sponsor has attended and does not want to attend again. Call 800-444-9950 ext. 4931.
- If application and payment are received by March 16, 2013, an early registration fee discount of $450 applies.
- NOTE:

Your application cannot be considered until the Pace Setter fee has been received.
- The registration fee is invoiced and due at the time of registration.

SPONSOR:

Your attendance is optional if you have attended the Sponsor Sales Management Seminar since August 2005. Otherwise, you will need to consider a future Pace Setter class if you are not able to attend.

PaceSetter alumni return to visit each new class during the Mid-Year Reunion. From left: Michael Eck, Adam Barton, Dr. Geny Galpin, Sharon Galpin, Mike Gould, and John Williams.

PaceSetter Program return to visit each new class during the Mid-Year Reunion. From left: Michael Eck, Adam Barton, and John Williams.

Testimonials

“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.”

“Prospecting is the engine that drives every successful salesperson. The Pace Setter Program not only reinforced my natural prospecting skills, it also helped me develop new skills that I will use every day. There are other places the program has helped me progress as a producer but the biggest impact was in my prospecting habits.”

“From the excellent classroom training by professionals in the industry to the supportive and knowledgeable coaches you interface 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.”

“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 PaceSetter. I would highly recommend it to anyone regardless of age or experience.”

“PaceSetter not only develops your new producer, it forces sponsor/managers to partner with the new producer and to think critically about all aspects of the agency market effort. You return invigorated with knowledge coaches you interface 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.”

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“The PaceSetter Program kicked me into another gear with production and goals. Being accountable to someone and having goals makes all the difference in the world. The coaching staff and the entire program is the best of the best.”

“The Pace Setter Program taught me many great things. I find it most important, it taught me how to manage my time and priorities. I am positive that I can attribute my success as a rookie agent to PaceSetter. I would highly recommend it to anyone regardless of age or experience.”

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The article discusses the dynamics of selling and provides insights into the experiences of PaceSetter producers. It highlights the importance of sales training and the role of sales coaches in helping producers improve their skills. The article also mentions the benefits that agencies can expect from sponsoring PaceSetter classes, such as increased production of quality business, higher producer retention, and a more professional producer overall.

Other important features include:

- Fees are 100% refundable.
- A registration fee refund is made to the agency if your PaceSetter produces eligible State Auto business in the 12 months following the conference.
- A transportation allowance to offset the cost of sending your producer to the conference.

The article concludes with a list of key points to consider when planning a PaceSetter class, including the importance of selecting the right producer and planning for a successful conference.
**PACESETTER ACADEMY**

The Producer Development Conference Includes:
- The highly respected authority on Selling sales program presented in a seminar setting by faculty from The National Alliance for Insurance Education and Research.
- Comprehensive technical training provided by State Auto staff.
- A proven prospecting and sales system which guides your producer’s sales efforts in the coming year. Producers begin the following year’s sales program with a clear, four-part plan while in Columbus by making daily prospecting and sales calls to their marketing territory.

The Sponsor Sales Management Seminar: This two and a half day seminar for PaceSetter producers includes the Dynamics of Sales Management program which can be adapted to your state’s CE requirements.

The Producer Development Conference and the Mid-Year Pacesetter Class Reunion.

**WHAT’S IN IT FOR YOUR AGENCY?**
- Your agency will benefit immensely from PaceSetter if you and your producer commit to the program. What benefits, exactly, can you expect?
- More profitable, targeted business, with a higher dollar volume of business. This higher dollar volume translates directly to your agency if your PaceSetter produces eligible State Auto premiums and meets other program requirements.
- Quarterly sales incentives to emphasize specific sales skills.
- The registration fee also includes a one-year subscription to salesforce.com, My Insurability, My Loss Runs.

**WHAT you CAN EXPECT FROM STATE AUTO**
- A five-day, four-night Caribbean Cruise is awarded to your agency if the producer qualifies for the Mid-Year Program.
- A re-registration fee refund is made to your agency if your PaceSetter produces eligible State Auto premiums and meets other program requirements.
- Quarterly sales incentives to emphasize specific sales skills.
- The registration fee also includes a one-year subscription to salesforce.com, My Insurability, My Loss Runs.

**WHAT’S EXPECTED OF A PACESETTER PRODUCER?**
- Your PaceSetter returns to the agency the soonest-continent study. Working closely with the Sales Coach, each PaceSetter producer:
- Participates in weekly phone meetings with the Sales Coach, each Pace Setter producer:
- Attends the Mid-Year Pacesetter Class Reunion.
- Updates the sales reporting system on a timely basis.

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- The highly acclaimed Dynamics of Sales Management program presented in a seminar setting by faculty from The National Alliance for Insurance Education and Research.
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**WHAT’S IN IT FOR YOUR AGENCY?**
- Your agency will benefit immensely from PaceSetter if you and your producer commit to the program. What benefits, exactly, can you expect?
- More profitable, targeted business, with a higher dollar volume of business. This higher dollar volume translates directly to your agency if your PaceSetter produces eligible State Auto premiums and meets other program requirements.
- Quarterly sales incentives to emphasize specific sales skills.
- The registration fee also includes a one-year subscription to salesforce.com, My Insurability, My Loss Runs.
The Dynamics of Selling

Joan Sansing is one of PaceSetter Super Producer Brock Ryan of the Murphy Insurance Group in Chicago, IL shares his experiences with a new PaceSetter class.

From left: PaceSetter Coaches Ken Waunakee, WI shares his experiences with a new PaceSetter class.

The Producer Development Conference Includes:

• The highly acclaimed conference. Of Selling sales programs presented to your agency by faculty from The National Alliance for Insurance Education and Research.
• Comprehensive technical training provided by The Retro staff.
• A proven prospecting and sales system which enables your producer's sales efforts in the coming year.
• Beginning the year with an annual Producer Development Conference. An introduction to sophisticated selling and the skills needed to successfully train, coach, and monitor the prospecting and sales activities of your PaceSetter producers.

The Sponsor Sales Management Seminar. This two and a half day seminar for PaceSetter sponsors includes the Dynamics of Selling sales program, plus a sales plan development and a closing the sale Q&A designation. This program addresses the skills needed to successfully train, coach, and secure the prospecting and selling activities of your PaceSetter producers.

Topics include:
• Traits of today's successful sales manager—How to make decisions that have a direct, positive impact on your bottom line.
• Selection and hiring—How to take stock of your own producer's strengths, an effective hiring process, what are the traits a successful person you wish to hire.
• Contract and equity issues—How to manage the profitability and contract negotiation process.
• Small group dynamics—How to set realistic production goals and the impact on the agency.
• Compensation strategies—What are the most successful sales plan development and the compensation plan, and how is a successful plan developed?

The Producer Development Conference and the Mid-Year PaceSetter Class Reunion.

• The highly acclaimed Dynamics of Selling Conference. Faculty of The National Alliance return to lead a Dynamics of Selling sales program.

WHAT'S EXPECTED OF A PACESETTER PRODUCER? Once the PaceSetter returns to the agency the sales commitments truly begin. Working closely with the Sales Coach, each PaceSetter producer:
• Participates in weekly phone meetings with the Sales Coach.
• Participates in quarterly sales phone meetings and coaching sessions with a Sales Coach.
• Attends the Mid-Year PaceSetter Class Reunion.
• Updates the sales reporting systems on a timely basis.

WHAT'S IN IT FOR YOUR AGENCY?

Your agency will benefit immensely from PaceSetter if you and your producer commit to the program. What benefits, exactly, can you expect?
• More profitable, targeted business which have a direct, positive impact on your bottom line.

Other important features:
• Fees are 100% refundable. A registration fee refund is made to your producer during the Producer Development Conference and the Mid-Year PaceSetter Class Reunion.
• Participation in quarterly sales phone meetings.
• A more professional producer, overall.

WHAT YOU CAN EXPECT FROM STATE AUTO

• Quarterly sales phone conferences, plus a 24 hour sales information line.
• Advertising budget for My Loss Runs.

State Auto is the innovator in PaceSetter producer development programs. An innovative new way to partner between you, your agency and State Auto to maximize your agency's bottom line.

• A State Auto Sales Coach is assigned to your producer. The Sales Coach works closely with your producer throughout the 12 months following the conference to translate sales activities and further develop sales skills. You provide an Agency Sponsor, perhaps yourself, to ensure the producer's persistence in the activities in the agency and confirm the coach is one whom you choose.

• Your PaceSetter returns to Columbus for a 3 day Mid-Year PaceSetter Class Reunion.

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The Producer Development Conference

Self-Study Courses

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Withdrawal/Cancellation Policy

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Registration Fees (100% Refundable)

July 2012—July 2013

Mid-Year Class Reunion

Management Seminar

Sponsor Sales Conference

Dynamics of Selling Seminar

Advertising

Meals

Travel allowance to Columbus (2 trips)

Hotel (14 nights)

Sales Coaching

Salesforce.com (1 year)

Dynamics of Management Seminar

Sponsor - $4,950

My Loss Runs

Salesforce.com

Geny Insurance Agency

Travel allowance to Columbus (2 trips)

Hotel (14 nights)

Sales Coaching

Salesforce.com

Geny Insurance Agency

Travel allowance to Columbus (2 trips)

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Sales Coaching

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Total Value

$4,950

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PaceSetter alums return to visit each new class during the Mid-Year Reunion. From left: Michael Eck, Adam Barton, Chad Leek, Steve Davis, Mike Gould and John Williams.

Testimonials

“Prospecting is the engine that drives every successful salesperson. The Pace Setter Program not only refined my natural prospecting skills, it also helped me develop new skills that I will use every day. There are no other places the program has helped me as a producer but the biggest impact was in my prospecting habits.”

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

Now accepting registrations for the July 2012 PaceSetter Program. FEES 100% REFUNDABLE.