



PEaK PROGRAM OFFERINGS

Our PEaK program is designed to develop producers at all levels, giving them the tools necessary to succeed in the competitive property and casualty insurance marketplace. We offer unique courses that enhance a variety of skills — enabling producers to forge powerful partnerships that lead to mutual success.



ADVISING ON COVERAGE

Led by Amerisure claims and underwriting experts

A two-day course that is open to property and casualty licensed producers and customer service representatives. The class focuses on:

- ▶ Utilizing strategy to discuss coverage policies with prospects from a claims and underwriting perspective
- ▶ Enhancing your role as a risk management advisor
- ▶ Becoming more consultative with prospects



TOP OF THE STACK COMPETITION

Led by Amerisure claims and underwriting experts

A two-day interactive program that is available to producers and marketing specialists with previous submission experience. The focus is on role development, including:

- ▶ The top items assessed by an underwriter to determine risk and opportunity when writing an account
- ▶ The ability to assess prospects' business, increase their market appetite and leverage the role risk management plays in the submission process
- ▶ Simulation and feedback



PRODUCER PROSPECTING BOOTCAMPS

Provided by Producer Activity, LLC

A one-week bootcamp, followed by a yearlong reinforcement program, designed for four to five producers from the same agency. The course focuses on:

- ▶ Mastering the science and art of prospecting
- ▶ Understanding the mind of the prospect
- ▶ Working through issues and reluctance
- ▶ Creating and developing unique prospecting campaigns
- ▶ Role playing and appointment



PRODUCER SALES WORKSHOPS

Provided by BluePrint Consulting Group

A full-day workshop, open to all producers. The focus is on selling, topics include:

- ▶ The five bottlenecks that prevent everyone from having a million dollar book
- ▶ Creative prospecting techniques that improve effectiveness and efficiency
- ▶ Utilizing a consultative sales approach to work outside the commodity zone
- ▶ Understanding the role of the ideal prospect in organic book growth



AGENCY RELATIONSHIP WORKSHOPS

Provided by Ed Wallace, President, AchieveNext

A full-day program, targeting customer-facing employees such as producers, account executives and marketing specialists. The workshop focuses on:

- ▶ Relationship development as a core strategy
- ▶ Building competitor-proof client relationships
- ▶ Developing relational capital to become a lasting competitive advantage at your firm