

***The AIMS Society announces....***

## **WEBINAR WEDNESDAYS (SAMPLE)**

**Convenient, 1 hour, in-house training sessions on topics that will enhance your agency's marketing and sales results!**



**Who should participate?** These interactive, one-hour Webinars are open to any agency employee involved with marketing, sales, support or management. MEMBERSHIP in the AIMS Society is NOT required; however Members do receive a discount. Please review each session description and determine who in your organization can benefit from the session take-aways. Because the Webinars are priced "per connection", we encourage multiple participants per office. The Webinar technology is easy to use and over 95% of those who participate find the Webinar topic very beneficial!

**Understanding Client Behavior** provides producers and customer service personnel with a basic awareness of various behavioral styles. Using the parameters of the D.I.S.C. behavioral profile, participants will learn the Do's and Don'ts of interacting with various types of prospects and clients. Keeping in mind that *sales is 2% product and 98% understanding people* according to Ira Hayes, the world's greatest salesman, this session will provide an added dimension for success to any sales or service persons' repertoire.

**Productive Prospecting** is designed for anyone in the agency responsible for new business development, cross-selling or account rounding. This session is also ideal for insurance company marketing representatives who are looking for ways to assist their agents with business development and retention. During this session, we'll discuss innovative ideas for finding and qualifying quality prospects (personal lines & commercial lines); considerations when developing niche marketing approaches; and methods for establishing prospecting as a "process" within the agency.

**Earning Referrals** is recommended for anyone with responsibility for new business development. Keeping in mind that the best new business is referral business, this session will stress the importance on having everyone in the agency on the lookout for referral opportunities. Participants will learn successful techniques for gathering referrals from prospects, centers of influence, existing clients and former clients.

**Planning for Profitability** is designed to assist insurance agency owners and managers with their 2008 Strategic Planning efforts. Join this web-based networking session to discuss innovative ideas for goal setting, benchmarking and implementing best practices in your agency.

**Cost to participate:** \$40 per "connection." AIMS Society members enjoy a \$15 discount per connection! To register, please complete the attached Registration Form.

**How does a "Webinar" work?** A webinar is basically a seminar offered via the web with the audio portion delivered via a conference call. All you need is a telephone (preferably with speaker phone capabilities if multiple participants) and a computer with an internet connection. Registrants will receive instructions for dialing into the audio and a web link for logging onto the visual. A Webinar outline will be emailed to each registrant for printing in advance of the session.

**About the "Webinar Wednesdays" series from the AIMS Society:** This series of Webinars is designed to bring specific marketing and sales topics to your agency for everyone to enjoy. The one-hour time frame allows these sessions to be incorporated into a morning or lunchtime staff training meeting, or individuals can participate from their desks at home or in the office. The format allows for maximum flexibility while delivering relevant and timely training to agency management and staff! If there are other topics you'd like to see delivered as a Webinar, let us know by emailing your thoughts to [info@aimssociety.com](mailto:info@aimssociety.com). THANKS for your participation!!

## WEBINAR WEDNESDAYS – SAMPLE REGISTRATION FORM

**PARTICIPANT INFO (one form per participant - please print):**

Name: \_\_\_\_\_ Position Title: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone #: (\_\_\_\_) \_\_\_\_\_ Fax #: (\_\_\_\_) \_\_\_\_\_ E-mail address: \_\_\_\_\_

**REGISTRATION FEE per participant "connection":**  AIMS Society Member - \$25  Non- Member - \$40

**SESSION TIME(S) (check all that your firm will participate in):**

**Understanding Client Behavior –**

Date – 9 a.m.  Date – 12 noon  Date – 3 p.m.

**Productive Prospecting –**

Date – 12 noon  Date – 9 a.m.  Date – 3 p.m.

**Earning Referrals –**

Date – 9 a.m.  Date – 12 noon  Date – 9 a.m.

**Planning for Profitability – (Agency Owners / Managers Only, please)**

Date – 12 noon  Date – 9 a.m.  Date – 3 p.m.

**PLEASE NOTE:  
All Webinar times  
are  
Eastern time.**

**PAYMENT INFO:** Total Registration Amount Due \$ \_\_\_\_\_

Check Enclosed (made payable to AIMS Society)

Charge to my credit card (check one):  VISA  MasterCard  American Express

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return your completed Registration Form to:**

**AIMS Society - PO Box 35718 - Richmond, VA 23235**

**or**

**fax credit card registrations to 804/915-9435**