PERSONAL LINES ACCELERATOR

DRIVE GROWTH THROUGH SELLING VALUE

Agency principals and PL managers...

- Are you looking to improve your teams ability to sell on value?
- Would you like to retain more customers?
- Is your agency spending too much time remarketing existing business?
- Are you interested in rounding more of your accounts with an umbrella policy and additional coverages?

Accelerate your agency performance

The personal lines accelerator is an exclusive training program, designed to help account managers and producers become more specialized in their knowledge and capabilities to sell personal insurance.

What's included in the personal lines accelerator

- **A three-hour interactive session** with exercises, discussions, and support materials designed by industry experts.
- **A post-session email campaign**—complete with videos, tools, and reminders of salient points learned in the session—keeps the momentum going as attendees work to achieve their **30/60/90 day goals** that are established with their Territory Sales Manager.

MEETING DATE: ______________________________

TIME: ______________________________

LOCATION: ______________________________

Space is limited.

continued ►

The Hanover Insurance Group®

Setting you up for SUCCESS

As an **agency principal**, you can help set the stage for an impactful accelerator, by ensuring that attendees will be:

- encouraged to participate
- able to report back their learnings
- following through on activities
- receptive to change

Program elements

- Understanding customer needs
- Tracking asks and measuring success
- Developing your value proposition
- Selling with a story
- Identifying coverage opportunities from the app
- Asking powerful questions
- Understanding the six keys to influence
- Strategic about remarketing
- Thoughtfully presenting choices and options
- Time management

15–25 Account managers

3 hour session

at agency or hotel

"I not only gained a ton of knowledge on Hanover products through examples, but also so many tools I can use every day across all of my customers."

~ Account manager from Maine

"It was energetic, interesting, valuable, and relevant."

~ Account manager from Connecticut

30 60 90

Post-session

Territory sales managers help account managers create a **30/60/90 day plan** after the session and will schedule follow-ups to support their success.

The Hanover Insurance Group®

The Hanover Insurance Company
440 Lincoln Street, Worcester, MA 01653

Citizens Insurance Company of America
808 North Highlander Way, Howell, MI 48843

hanover.com/personalinsurance
The Agency Place (TAP)—https://tap.hanover.com

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