



National Association of Professional Surplus Lines Offices
Professional E&S Education

Results Driven Professional Development
Throughout Your E&S Career

Effective Sales Coaching

1 Day Course

Kansas City, MO

www.napslo.org

About The Program

NAPSLO's Effective Sales Coaching program is designed for any surplus lines manager who leads a team of professionals responsible for revenue or premium production. The program is ideal for both NAPSLO wholesale broker and company members.

Effective Sales Coaching is appropriate for managers from surplus lines brokers, general agents and carrier underwriters of NAPSLO member firms, and complements NAPSLO's other educational and career development offerings.

Effective Sales Coaching is co-produced by Richardson, a leading global sales training and strategy execution company, well-versed in training for the surplus lines market.



What to Expect

Participants receive customized sales coaching training geared specifically towards transacting business in the surplus lines market. Attendees will:

- Enhance personal performance around achieving business goals.
- Develop a better understanding of their team members' mindsets and understand how to motivate and empower them towards greater productivity.
- Improve their ability to help team members become responsible for their own development and help them balance the benefits of internal and external motivation.
- Learn to assess market opportunities, develop strategies to penetrate target customers, set goals and manage the pipeline.

Effective Sales Coaching

Who Should Attend

Any professional who manages a team of sales or production professionals will benefit from this program. Sales coaching and improving the performance of a team is the secret to success, and it is the most important job of a sales manager.

Key Learning Objectives

Participants will work in real-life scenarios, impacting both brokers and underwriters, with role-playing opportunities to develop an approach that helps their team members take responsibility for their success.

They will develop an enhanced understanding of the differences between managing and coaching and how to help their team members develop specific, measurable objectives using metrics that assess where their performance is compared to those goals.

Effective Sales Coaching participants will leave with an ability to improve the environment in which their teams work so it's supportive and encourages team members to stretch and improve.

About Richardson

Richardson is a global sales training and performance company that helps leading organizations improve results and provides customized surplus lines sales training.

Richardson focuses on: analyzing the structure and talent of the sales force; training and developing the sales team; and continuing the development through coaching and reinforcement. Richardson equips sales leaders with skills and strategies to win in a complex selling environment. Richardson is unique in its ability to create customized solutions that change behavior and provide measurable results for participants.

Registration and Accommodations

Learn more online at
www.napslo.org

Registration is \$995
per student

Training Location
Kansas City, MO

Please visit NAPSLO's website for hotel information and travel recommendations as well as refund policies and a detailed course schedule.



What Past Participants Have to Say

"Great to bring this subject to the forefront. I have grossly been missing an opportunity to be more intentional with developing my employees."

"Practical advice."

"Good strategy and outline for coaching."

"Real life examples specifically applicable to our business."



NAPSLO

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4131 N. Mulberry Dr., Suite 200
Kansas City, MO 64116
816.741.3910
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