



# New Producer Development Program (NPDP) Orientation Discussion

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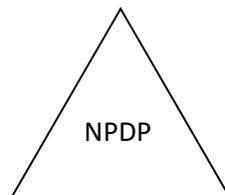
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## NPDP Overview

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- NPDP is not:**
- A typical insurance company new producer training school
  - A cramming of technical insurance information
  - A training “event” for the new producer to experience

- NPDP is:**
- A 6-month, on-demand development program that speeds up a new producer’s time-to-productivity



1. learning curriculum
  2. 90-day producer business plan
  3. sales coaching and monitoring
- Focused on leveraging the prospecting and sales skills the new producer brings to the job
  - Focused on learning by doing
  - A structured program that sets goals for both learning and prospecting, then assesses results achieved on a weekly basis through phone sessions with a CIB Sales Coach, who provide real-world, hands-on advice on how to handle challenges the new producer encounters (e.g. while prospecting, appointment setting and qualification)
  - A program that enables a new producer to learn agency sales operations by working on and following their early deals through the entire sales process

## NPDP Learning Curriculum:

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Each NPDP learning curriculum is customized to meet the needs of the individual producer and the agency.

### **Insurance Agency Sales - On-the Job Learning Activities:**

In the first weeks as a new producer, typically immediately after they obtain their state P & C producer's license, they will ***complete these 3 on-the-job learning activities during their 1st month***. These self-directed exercises will enable the new producer to learn about the agency's sales process and understand the key people, systems and processes that will enable their success in the agency's environment.

- Supporting Relationships for a New Producer
- In-House Agency Operations Guide
- The Insurance Sales Cycle

### **Technical Insurance - Online Self-Study Courses:**

Once the new producer has obtained their state P&C producer's license, they will begin a series of 6 self-study courses designed to reinforce and take them deeper in their knowledge of Commercial Lines Insurance. These courses are taken online and are designed to take the producer approximately 50-60 total hours to complete. The new producer should target completion of 1 course each week and should ***complete all 6 courses by the end of their 2nd month***.

These online courses are provided by WebCE, a leading nationwide Continuing Education provider for insurance professionals, and include online exams with instant grading and online certificates of completion:

- Commercial Lines 101
- Commercial General Liability by IRMI
- Commercial Property Insurance
- Commercial Auto Insurance: Understanding the Coverages
- Workers Compensation by IRMI
- Commercial Umbrella Liability

These technical commercial insurance courses serve two essential purposes:

1. Enable the new producer to gain confidence to make effective prospecting calls; and
2. Bridge the new producer's technical insurance development between the basics they learned to pass the state P & C producer license training and future (optional) participation in an insurance carrier's new producer school after they have been a producer for at least 6 months.

# 90 Day Producer Plan: QX 20XX

Producer: Name

Agency: Name

**My Target Markets:** Focus on 3 niche markets – What niches will you prospect?

1
2
3

**Target Accounts:** 26 Prospects – 90 days – you need to meet with 2 prospective clients each week. Who are the target accounts that you will set an appointment?

1	14
2	15
3	16
4	17
5	18
6	19
7	20
8	21
9	22
10	23
11	24
12	25
13	26

**Centers of Influence:** 12 spheres of influence – 90 days – explore one relationship each week.

Who are the people that can give you a leveraged referral to prospects?

1	7
2	8
3	9
4	10
5	11
6	12

**Prospecting Campaign:** You have 90 days. What strategies are you going to use to open doors?

1
2
3
4
5
6

# Prospecting Weekly Report for Week of: 20XX

Producer: Name

Agency: Name

***New producer completes this daily and submits weekly to their CIB Sales Coach.***

## Prospecting Activity

	Mon	Tues	Wed	Thu	Fri	Totals
# Calls						
# Contacts Made						
# Appointments Set						
# X-dates						

## Appointments Set (enter name and appointment date)

1
2
3
4
5
6

## New meetings from prior week:

## Pipeline (total number of accounts submitted waiting for quotes):

## Prospecting challenges encountered (to discuss with CIB Sales Coach)

## CIB Sales Coach Weekly Calls:

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- CIB Sales Coach will schedule a time to meet with the new producer once per week
- Recurring 30 minute meeting – same time every week
- The new producer will submit the weekly prospecting report to their CIB Sales Coach before the weekly call

The structure for the calls is very simple. Each week the producer covers these three questions with their CIB Sales Coach:

1. How did I do with the goals that I set at the end of last week's meeting?
2. What are my current challenges that I want to discuss?
3. What am I committed to accomplishing before our next meeting?

Any "Red Flags" will be reported immediately.

### Sales Training Curriculum

#### Month 1

- Finding Leads
- Telemarketing
- Cold calling objections
- Leaving a voicemail
- Gate Keepers

#### Month 2

- Characteristic of great salespeople
- Why people buy
- Qualifying

#### Month 3

- Relationship building
- Obstacles to selling
- Handling objections and closing

#### Month 4

- Getting Referrals

#### Month 5

- Worker's Comp. approach selling
- Keys to success

#### Month 6

- Tips for first year producer
- Producer business plan after one year

## NPDP Requirement: Form a Partnership.

Clients can expect The CIB Group to:	The CIB Group can expect clients to:
<p>1. <b>Define and guide the new producer through the learning curriculum.</b> This includes paying the fees for and enrolling the new producer in the technical insurance online courses and guiding the new producer through the agency sales operations on-the-job learning activities with their mentor or manager.</p>	<p>1. <b>Arrange for and pay the fees for the new producer's courses, learning materials and exams for the new producer's state licensing or professional designation.</b> CIB can also offer guidance on the appropriateness and timing for the new producer to participate in a carrier's new producer school.</p>
<p>2. <b>Guide the new producer to create and execute a 90-day business plan.</b> This one-page plan, which the new producer may begin to create during the recruiting process, helps laser focus the new producer on targeting niches, leveraging their centers of influence, making prospect calls and setting prospect appointments.</p>	<p>2. <b>Consult with CIB on defining the new producer's performance goals.</b> The new producer should have clear, challenging, but reasonable goals for prospecting results and receive guidance on selecting appropriate niches and account sizes and types to target.</p>
<p>3. <b>Conduct weekly sales coaching calls with the new producer for 6 months.</b> The CIB Sales Coach will also be available on an as-needed basis to the new producer as issues arise.</p>	<p>3. <b>Provide the new producer with an experienced producer as a mentor,</b> who takes an active interest in and collaborates with CIB on the new producer's development, and is a source of advice and encouragement to the new producer.</p>
<p>4. <b>Assume primary responsibility for managing the new producer's development program</b> and for monitoring the new producer's progress via prospecting weekly reports and weekly coaching calls.</p>	<p>4. <b>Ensure that the new producer actively participates in all aspects of the program,</b> including the learning curriculum, the 90-day business plan, prospecting weekly reports and weekly coaching calls with the CIB Sales Coach.</p>
<p>5. <b>Work with the new producer and their mentor to assure that the new producer is successfully meeting their goals;</b> and to contact the mentor immediately to discuss any issues that may arise that could jeopardizes the new producer's success.</p>	<p>5. <b>Provide regular performance feedback to the new producer</b> and communicate with CIB in a timely manner if issues arise that could jeopardize the new producer's success.</p>