

2023 PRODUCER TRAINING



WELCOME



FRANK PENNACHIO

Practice Leader, Growth Solutions



SUSAN TOUSSAINT

VP, Growth Solutions

AGENDA

- Module 1: Strategies to Leverage Your Most Important Assets to Improve Client Outcomes
- Module 2: What's Business is Personal, What's Personal is Business – Identifying and Addressing Personal Risks That Can Put a Business at Risk
- Module 3: Manuscripted Forms: Taking a Deep Dive into Excess Liability, D&O and Cyber

MODULE 1

STRATEGIES TO LEVERAGE YOUR MOST IMPORTANT ASSETS TO IMPROVE CLIENT OUTCOMES

2023



WHAT WE WILL COVER



- Universal goals
- The Focus Formula
- Stopping the 'Time Nibblers'
- Managing your calendar to drive success

How are you doing?

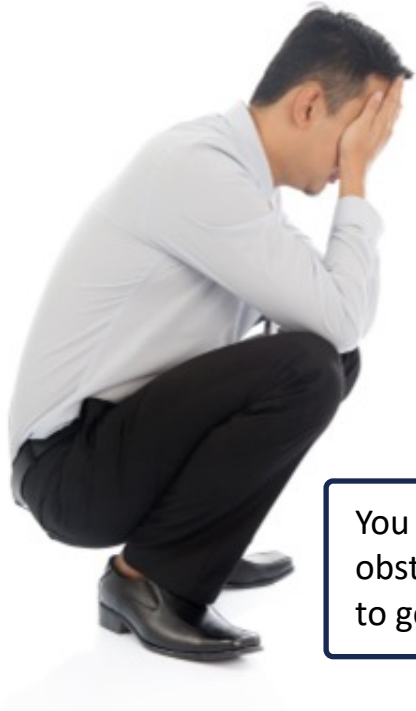
LET'S START WITH A COUPLE OF QUESTIONS



- How confident are you, based on your YTD results, that you will meet your 2023 goals?



- Do you often feel like you aren't in control of your time?



You experience obstacles and barriers to getting things done



Distractions happen regularly



Creating a sense of overwhelm



Causing your focus to erode



As a result, your goals suffer

You're not alone!



- What if you could take **control** of your time?

(Goals + Activities) X Time = Success

Putting the formula into action

STARTING WITH YOUR GOALS IN MIND



Every producer shares the same **three** goals, which are to:

1. Become known and develop new opportunities with right-fit prospects
2. Differentiate and close new business
3. Retain and grow existing accounts

- The amount of focus and discipline applied will determine if you meet your **goals**.
- By consistently focusing your time on the key drivers of success, you reduce the 'noise' that often causes others to go off track

Let's break it down...

THE FOCUS FORMULA IN ACTION

(Goals + Activities) X Time = Success

Goal #1: Become known and develop new opportunities

Goal #2: Differentiate and close new business

Goal #3: Retain and grow existing accounts

THE FOCUS FORMULA IN ACTION

Goal #1: Become known and develop new opportunities

The **three** activities which drive success:

1. Research and message to prospects
2. Blogging, posting, writing and recording content
3. Join, contribute and network at associations and with others

How much time do you have on your calendar to complete these activities?

THE FOCUS FORMULA IN ACTION

- **Goal #1:** Become known and develop new opportunities

How much time...

- 3 hours to research new prospects
- 3 hours creating content on topics that are relevant to your prospects- write blogs, posts, letters/emails or record a podcast or webinar
- 3 hours per week participating in networking activities, association meetings or center of influence developments

- **Goal #2:** Differentiate and close new business

Three activities which drive success:

1. Relentlessly focusing on execution
2. Role-playing
3. Researching and reading

How much time do you have on your calendar to complete these activities?

- **Goal #2:** Differentiate and close new business

How much time...

- 1-2 hours daily research, read or listen about sales strategy, buyer demands and business challenges the C-suite (your prospects/clients) is focused on
- 1-hour meeting planning or debriefing for each meeting on your calendar for the week. Send an agenda in advance, a recap email with 'what you heard', agreements gained and next steps
- 1 role-play of your meetings in advance with a peer or mentor

THE FOCUS FORMULA IN ACTION

- **Goal #3:** Retain and grow existing accounts

Three activities which drive success

1. Mid-year reviews (80/20)
2. Cross-selling
3. Referral gathering

How much time do you have on your calendar to complete these activities?

THE FOCUS FORMULA IN ACTION

- **Goal #3:** Retain and grow existing accounts

How much time...

- 1-2 hours quarterly with the 20% of clients who makeup 80% of your revenue-sharing industry updates, discussing their business initiatives and reviewing action plans
- 1-2 hours per week identifying, role-playing or executing on a cross-selling strategy with your colleagues
- 1 hour per quarter, reach out to existing clients to ask for a referral or introduction to an account

WHAT DOES THIS LOOK LIKE IN REALITY?

	Monday	Tuesday	Wednesday	Thursday	Friday
7:00-8:00	Writing Time	Meet Karen C. to discuss cross-selling Johnson Mechanical	Writing Time	Q2 Reminder: Send an Email to clients asking for a referral or introduction	Writing Time
8:00-9:00	Research, Read or Listen	Breakfast with Client to discuss Action Plan Updates	Debrief & send Recap email to ABC Manufacturing Send Agenda to Smith Bros. Electrical	Breakfast with Client to discuss Action Plan updates	Grab coffee with Pete M. to discuss cross-selling Phillips Construction
9:00-10:00	Role Play ABC Manufacturing			Prospect Meeting (Smith Bros. Electrical)	
10:00-11:00					
11:00-12:00	COI Meeting	Research New Prospects	Research New Prospects	Research New Prospects	COI Meeting
1:00-2:00					
2:00-3:00					
3:00-4:00					
4:00-5:00	Send Agenda to ABC Manufacturing		Role Play Smith Bros. Electrical		
5:00-6:00	After Hours Networking	Research, Read or Listen		Research, Read or Listen	

The time nibblers

EVER FEEL LIKE THIS?



So many meetings...

- Your support team 'needs' you now
- Worried you're not giving your clients the time they deserve
- Meetings with colleagues

IT CAN BE OVERWHELMING!

- Unfinished projects
- Eroding precious time that could be put toward creating new clients
- Growing client relationships
- Learning something new

IT'S TIME TO STOP THE 'TIME NIBBLERS'

What's a time nibbler?

“A colleague, client or member of your team who always seems to need just need a quick five minutes of your time!”



IT'S TIME TO STOP THE 'TIME NIBBLERS'

Why do nibblers, nibble?

Because they don't KNOW when they'll be able to catch you next

Because 'rules of engagement' haven't been set



Stop the nibbling!

THE CLIENT NIBBLER



Two strategies:

- Don't go it alone
- Set up quarterly meetings, or monthly, if warranted

THE NIBBLING COLLEAGUE



A question to consider:

- Is meeting up going to help me learn something new, close a deal or get introduced to a prospect?

Plan your weekly, monthly or quarterly 'meetings with colleagues'- make them purposeful and agenda driven

THE TEAMMATE WHO ALWAYS NEEDS 5 MINUTES



Set up one to two 30-minute or 1-hour sessions each week.

- Keep to an agenda
- Ask that only 'emergencies' be discussed outside of meeting time

ADDITIONAL TECHNIQUES TO STOP THE NIBBLING

- Utilize an email responder: Let your clients and prospects know that you will respond to morning emails and calls by 12:30 p.m. and afternoon calls by EOB - Answer emails **two times** a day, not as you receive them
- Utilize voicemail messages: Similar message as above
- Turn off your cell phone when conducting prospecting activities
- Hide, no really, hide!


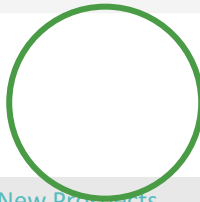
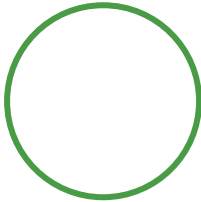
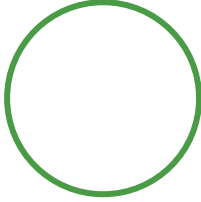
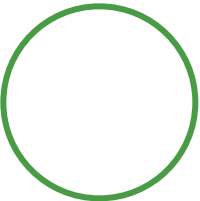
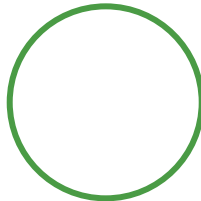
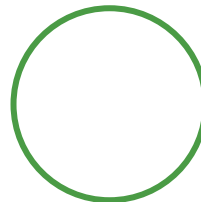

ADDITIONAL TECHNIQUES TO STOP THE NIBBLING



Do what you do best and let others do what they do best.

- In other words - let your team handle what they can - stay informed, but out of the way!

REMEMBER THIS?

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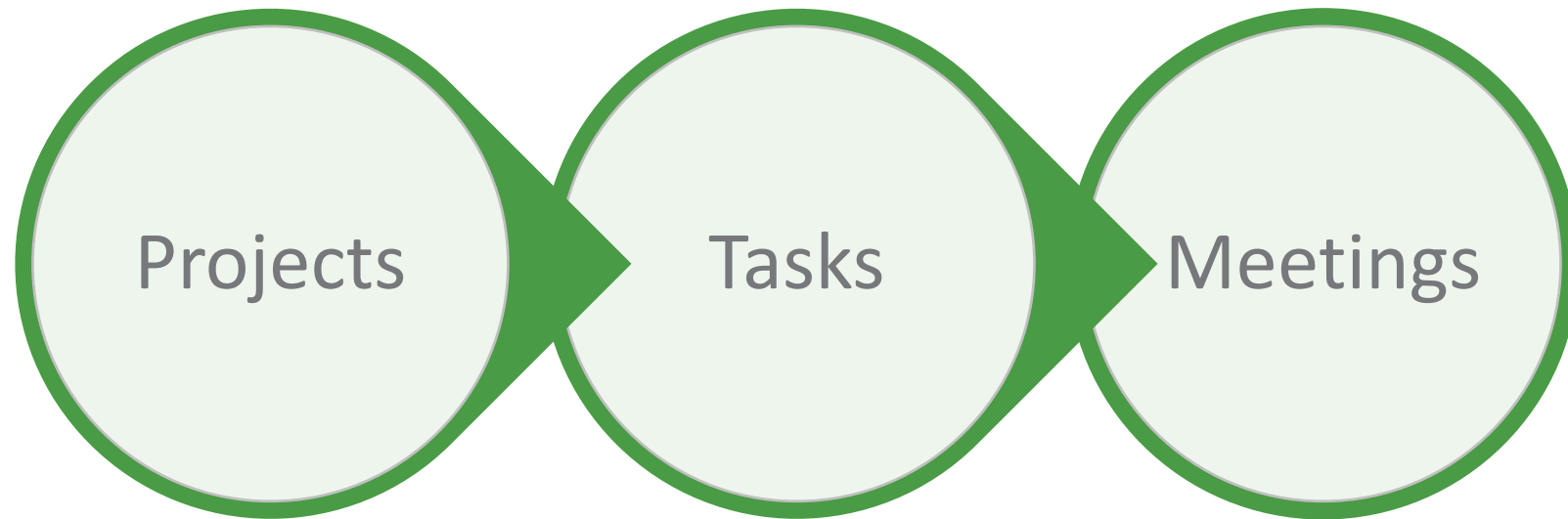
NOW IT LOOKS LIKE THIS...

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2:00-3:00		Prospect Meeting (ABC Manufacturing)			Monthly Colleague Strategy Meeting
3:00-4:00					
4:00-5:00	Send Agenda to ABC Manufacturing		Role Play Smith Bros. Electrical	Quarterly Meeting with Jones Manufacturing	
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NOTICE ANYTHING?

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WHAT TENDS TO FILL THE WHITE SPACE?



WHAT TENDS TO FILL THE WHITE SPACE?

- 41% of time is spent on low-value tasks
- 53% of employees waste one hour every day dealing with distractions
- 1 hour and 5 minutes spent reading news sites
- 44 minutes a day spent on social media



TRANSITION FROM 'FREE' TIME TO 'FOCUS' TIME

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1:00-2:00	Quarterly Meeting with Smith & Assoc.				COI Meeting
2:00-3:00		Prospect Meeting (ABC Manufacturing)			Monthly Golf Meet-up with Colleagues
3:00-4:00					
4:00-5:00	Send Agenda to ABC Manufacturing		Role Play Smith Bros. Electrical	Quarterly Meeting with Jones Manufacturing	
5:00-6:00	After Hours Networking	Research, Read or Listen		Research, Read or Listen	

What's focus time?

Time set aside to do the important work that only YOU can do

FOCUS TIME

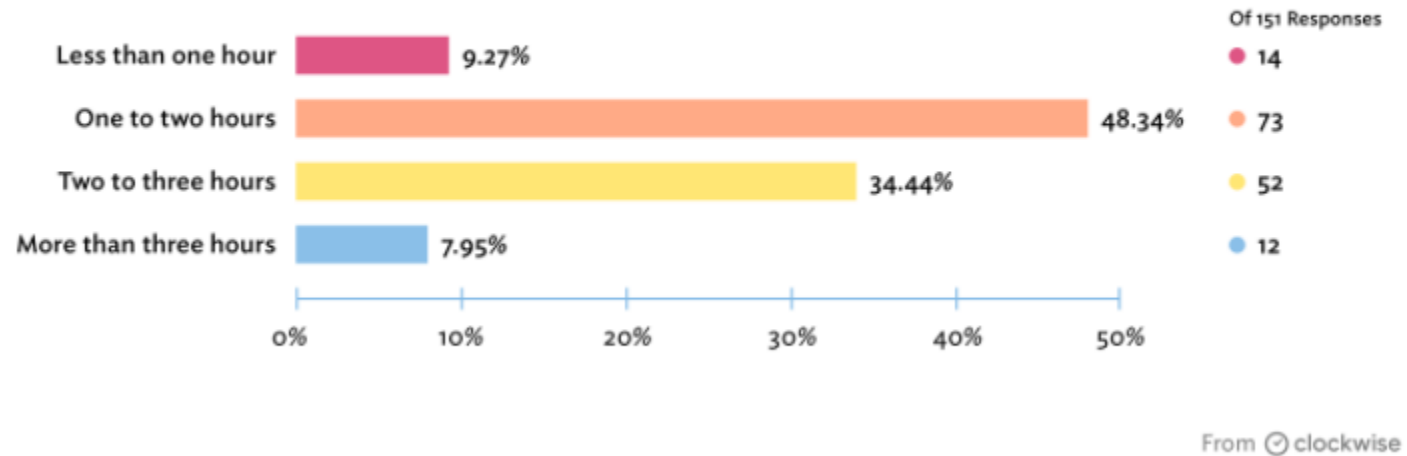
... profitable work requires chunks of uninterrupted time that are at least two hours (in duration)-productivity gurus Cal Newport and Nir Eyal

CAL NEWPORT...

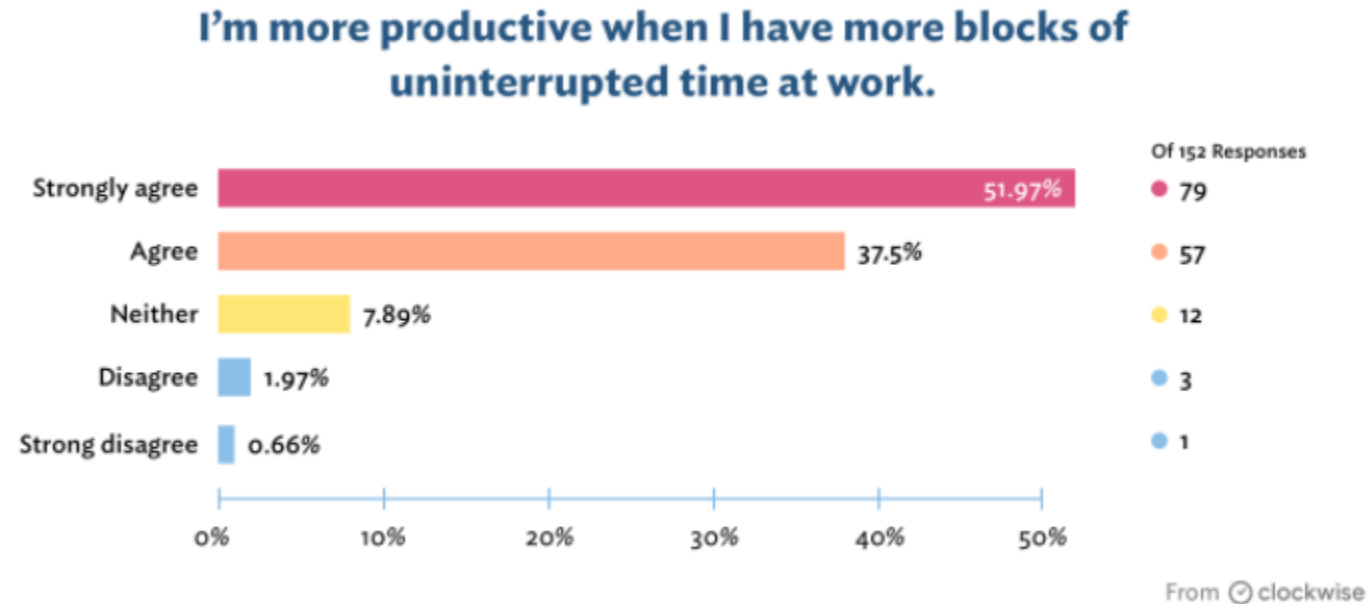
The ability to perform deep work is becoming increasingly rare at exactly the same time it is becoming increasingly valuable in our economy.

THE VALUE OF UNINTERRUPTED TIME

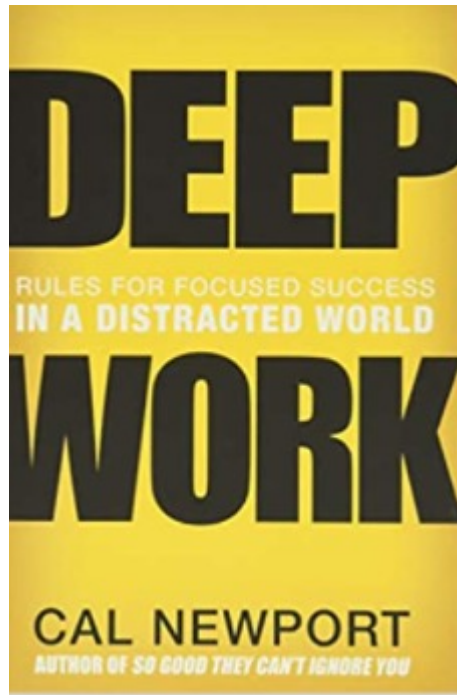
I need at least how much uninterrupted time to get real work done



THE VALUE OF UNINTERRUPTED TIME



DISTRACTIONS AND INTERRUPTIONS PREVENT DEEP WORK



“Professional activity performed in a state of distraction-free concentration that push your cognitive capabilities to their limit. These efforts create new value, improve your skill, and are hard to replicate.”

BUILD A DEEP WORK ROUTINE

DEEP WORK ROUTINE

Location	I will work in my home-office with the door closed
Duration	My deep work sessions will be two 45-minute blocks, for a total of 90 minutes, with a five-minute break in between to step outside
Structure	My phone will be on silent mode and I'll temporarily disable wifi on my computer while I write offline in a Word document. My goal is to write 1000 words.
Requirements	I'll drink water and have my headphones in listening to binaural beats while I work.

ARE YOU READY TO FOCUS



Dialogue

