



AUG. 2015 IIAV Young Agents' Newsletter:

6 Ways to Avoid Misreading Your Customers

11 Reasons Many Producers Fail

by Brandie Hinen

For young or new agents, one of the most direct paths to success and increasing compensation is aggressive production. When you demonstrate you can move the products and turn happy customers into delighted clients, you get noticed-and you get opportunities.

But the best producers have learned to avoid a few pitfalls. Here are 11 common reasons many producers don't make it in the industry.

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To register at member prices, you MUST enter your member ID and password. If you do not have this information, please call IIAV at 804-747-9300.

CONTACT

Kristina Preisner

IIAV Education Director and VAIA



Executive Director

804-747-9300

kpreisner@iiav.com

www.iiav.com

CONTINUE READING



6 Ways to Avoid Misreading Your Customers

by John Graham

Selling is never easy. But salespeople often make it even tougher for themselves by letting customers get away empty-handed.

It isn't that customers don't find what they want or what they're looking for—it's just that they don't want to deal with the salesperson. With the 800-pound Internet gorilla lurking over every sale, today's customers are much more demanding when dealing with salespeople. If the experience doesn't meet their expectations, they're gone.

More often than not, misreading customers causes them to look elsewhere—resulting in missed sales for your agency. But it doesn't have to happen. Here are six ways to avoid it.

How Do You Protect Your Agency's Data?

by Agents Council for Technology (ACT)

How do you best protect your agency from cyber threats and prepare your agency to recover should disaster strike? The ACT Security Issues Work Group has collected the following resources to help you protect your agency against tomorrow's threats. Understand risks, discover solutions and check out the wealth of resources available.

CLICK HERE FOR THESE
RESOURCES

Learn to Engage the Modern Consumer at IIAV's Young Agents Conference

Don't miss out on this year's **Young Agents' Conference** taking place on **October 8th & 9th** at the *Downtown Omni in Richmond, VA*. This year's event will feature sessions on errors and omissions and attracting the modern insurance consumer.

On Thursday morning, you will have the chance to take part in an *E&O Mock Trial with IIAV's General Counsel*, Doug Palais, Esq., J.D., Vandeventer Black LLP, and Richard Lund, J.D., Vice President of Corporate

We Are Getting App Happy on Sept. 18th

Join IIAV on **September 18th** for "*Top Technology Tools to Increase Efficiencies for Insurance Professionals*" lunch-n-learn at IIAV in Richmond. Come learn how you can become more efficient business wise and personally with the use of online tools.

Like any technology, online business tools are constantly changing and in any industry, your competitors are learning how to use these tools to their advantage to increase efficiencies with themselves as business owners and CEOs, as well as with their staff and teams. WKH Solutions will present the top

Solutions, Westport Insurance Corp. That afternoon, we will switch into our marketing gear with *"Stand Out: How to Attract the Modern Insurance Consumer"*, presented by Ryan Hanley, Digital Marketing Lead, TrustedChoice.com.

There will be plenty of time for networking as well. You won't want to miss the trade show on Thursday afternoon or the networking dinner where the Young Agents' award ceremony will take place. This year we have added a new award too, IIAV Young Agents' Committee Person of the Year to go along with IIAV Young Agent of the Year.

So make sure you get registered today for this great event!

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Nominate the 2015 IIAV Young Agent of the Year

[NOMINATE HERE](#)

Nominate the 2015 IIAV Young Agents' Company Person of the Year

[NOMINATE HERE](#)

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technology tools for improving efficiency; how to implement these tools on your smartphone, tablet, or computer; and hear techniques for incorporating your staff and family to help centralize communication.

Natalie Toalson McNamara, VP of Marketing and Client Development, WKH Solutions, will be your guide to online tools in this interactive seminar.

It is \$15 to attend and includes lunch.

[REGISTER HERE](#)



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MONTHLY QUOTE

"Think left and think right
and think low and think high.
Oh, the thinks you can think
up if only you try!"

~ Dr. Seuss, **Oh, the
Thinks You Can Think,**
*American writer and
illustrator*

ANNOUNCEMENTS

Congratulations to Jill Roth,
Ahart, Frinzi, & Smith, and
her husband Justin, on the
birth of their son Beckett
Ryder Roth on August 10,
2015.

If you have any announcements
please email:

kpreisner@iiav.com

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* If you would like to become a sponsor or exhibitor for this event or if you have any questions please contact Kristina Preisner, kpreisner@iiaav.com

Hope to See You At Our Upcoming Regional Socials



We are rolling right along in our summer and fall regional socials. We have already stopped by Roanoke, Richmond, and will round out the month of August in Virginia Beach. Don't miss out on the three we have lined up in September for you as well.

Here is the schedule for the remaining free socials IIAV's Young Agents' Committee is hosting. This year we have teamed up with the young professional groups at the **Virginia Society of CPAs (VSCPA)**, **Virginia Bar Association** and **Virginia Bankers Association** for some of these socials.

Come out for a casual get together and bring your family and friends.

REGIONAL SOCIAL DATES

Roanoke:

[View Pictures from the Event](#)

Richmond:

[View Pictures from the Event](#)

Feb. 4, 2016 (5:30-7:30) - Tobacco Company*

Virginia Beach:

Aug. 27, 2015 (5:30-7:30) - Yard House*

McLean:

Sept. 3, 2015 (5:30-7:30) - Gordon Biersch*

Williamsburg:

Sept. 17, 2015 (5:30-7:30) - Dog Street Pub

Charlottesville:

Sept. 24, 2015 (5:30-7:30) - South Street Brewery*

* These are joint networking events between the Virginia Society of CPAs (VSCPA),
Virginia Bar Association and Virginia Bankers Association.

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