Young AGENTS / ON THE MOVE

YOUNG AGENTS' Newsletter

Independent Insurance Agents of Virginia
The Trusted Choice

February 19 , 2016 - In This Issue:

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Register for an Upcoming Class

VIEW UPCOMING CLASSES

Sign up for classes and events online at www.iiav.com

To register at member prices, you MUST enter your member ID and

IIAV February Young Agents' Newsletter:

Using Voicemail as an Effective Sales Tool

How Should You Go About Correcting COI Mistakes?

by Bill Wilson

password. If you do not have this information, please call IIAV at 804-747-9300

Contact

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IIAV Education Director and VAIA Executive Director

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kpreisner@iiav.com
www.iiav.com

Volunteer Your Time

IIAV's non-profit Virginia Association of Insurance Agents continues to work with local high school, colleges, and universities to promote insurance literacy and career options within the industry. Here are some upcoming volunteer opportunities:

- **March 2** - Virginia Union University (VUU) Career Fair in Richmond

- **March 8** - RVA Career Expo -

In light of the upswing in E&O cases involving agents and certificates of insurance (COIs), an agency is doing all it can to take care of COI requirements.

But no one is perfect.

Q: " I have two questions:

1. In one instance, we didn't show coverage on the COI because the customer cannot get the coverage. If we omit a coverage required by the contract, do we have an obligation to tell the requestor of the certificate that the coverage isn't there? Do we need to call this to the COI holder's attention?

2. When we discover we put something incorrect on the COI, can we fix that by sending a corrected COI?"

SEE ANSWER HERE

Using Voicemail as an Effective Sales Tool

by Michael Pedone & Gabe Larsen

The InsideSales.com "Optimizing Business Communication" study found that the top three communication mechanisms most likely to elicit a response at work are email, office phone and cell phone-in that order.

Data tells us voicemail is indeed alive and well. In fact, the InsideSales.com study found that 61% of senior executives said they are likely to respond to a voicemail and 87% said they are likely to respond to an email.

But while voicemail isn't dying, it is changing and adapting to methods that incorporate visual communications like visual voicemail programs, which transcribe the content of a voicemail into a text message that appears on your mobile device or email. And salespeople might be blowing this opportunity in two ways:

READ FULL ARTICLE

Mobile Leads List of Tech Trends Affecting Independent

by Margarita Tapia

What trend influences all others in how your agency will do business in the coming years? Look down at your phone.

It's all about mobile.

In 2015, the Strategic Future Issues Work Group of the Agents Council for Technology (ACT) began the process of reviewing, evaluating and updating its 2013 hard tech trends to reflect the major technological developments that will impact the insurance industry over the next few years.

READ FULL ARTICLE

" Horrible Commercial Lines Policy Forms and Endorsements to Avoid or Be Wary Of "
- Webinar Taking Place in March -

On **March 23**, join IIABA from **1-4 pm** for the following webinar, ***"Horrible Commercial Lines Policy Forms and Endorsements to Avoid or Be Wary Of"*** (3

P&C).

This program examines dozens of commercial lines policy forms and endorsements that business entities should avoid in their insurance programs if at all possible.

Discussion topics include:

- Introduction (why be concerned? ISO or equivalent?)
- Non-ISO Policy Forms and Endorsements (over 13 of them!)
- ISO Policy Forms and Endorsements (over 46 of them!)
- Conclusion (what to do?)
- Questions & Answers

At the conclusion of this seminar, attendees should be able to:

- Understand the importance of carefully reviewing customer insurance packages
- Determine if policy forms are standard ISO or non-ISO and how to determine their coverage impact
- Advocate for coverage strategies that best serve the interests of consumers and businesses
- Minimize legal liability for failing to identify and inform insureds about important coverage limitations
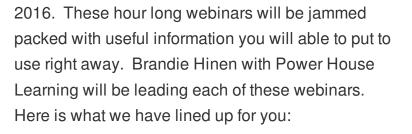
REGISTER HERE

Business Skills Webinar Series Starting in March

Enhance your professional skill set with this business focused webinar series IIAV is offering throughout

2016. These hour long webinars will be jammed packed with useful information you will able to put to use right away. Brandie Hinen with Power House Learning will be leading each of these webinars. Here is what we have lined up for you:

- **March 2 (10:30-11:30): New Business Development for Today** (NA) $15/$30

- **May 5 (10:30-11:30): Making the Most Out of Your Company Relationships** (NA) $15/$30

- **August 9 (10:30-11:30): Emotional Intelligence** (NA) $15/$30

- **October 11 (10:30-11:30): Creating a Multi-Generational Workforce** (NA) $15/$30

- **December 6 (10:30-11:30): Interview Tips to Find Your Top Hires in 2017** (NA) $15/$30

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If you have questions please contact Kristina Preisner, kpreisner@iiav.com or 804-747-9300.

Hope to See You at IIAV's Bowling Night Next Month

Have you registered for IIAV's Bowling Night hosted by the Young Agents' Committee on March 3? Here are the details for this event:

This event will take place from *5:30pm - 7:30pm* The following will be included:

- 2 hours of bowling
- Shoe rental
- Appetizers
- 1 adult beverage
- Billiards

You must be 21+ to attend the event. Friends and family are encouraged to attend this event as well. It is

$32 for members and $64 for non-members.

Thank you to our sponsors:

Gold: Progressive
Silver: Alfa Alliance, JSA, Loudoun Mutual, Utica National, and VFSC

If you are interested in being a sponsor of this event please contact Kristina Preisner, kpreisner@iiav.com .

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REGISTER HERE

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*insur*EXPO16 - IIAV's New Convention Format

*insur*EXPO16 is IIAV's brand spanking new format of its annual convention, previously held in June.

It will take place **April 25-26** at the Richmond Marriott Downtown in Richmond, VA.

This fast-paced, 24-hour expo offers maximized learning and networking while minimizing your time away from the office. This premier expo allows you to find markets for your agency and cultivate new relationships or expand current ones with a wide range of insurance companies and vendors. All employees are encouraged to attend including principals, producers and account managers.

JSA will once again be filming this event. Stay tuned for details on what sessions will be broadcasted.

Here is the agenda for *insur*EXPO16:

Monday, 25, 2016

10:30 am - 5:30 pm: Registration Open
10:30 am: Networking/Exhibit Hall Opens
11:00 am: Networking Lunch with Exhibitors
1:00 pm - 3:00 pm: Industry Tends with Bobby Reagan, CPCU, Reagan Consulting (2 OGI)
3:00 pm - 4:00 pm: Networking Break with Exhibitors
4:00 pm - 5:00 pm: Breakout Sessions

- Producer Recruiting and Development with Bobby Reagan, CPCU, Reagan Consulting

- Key Considerations of Agency Acquisitions and Perpetuation Part 1 with Dave Tralka, President of InsurBANC (1 OGI)

5:00 pm - 7:00 pm: Networking Reception w/ Exhibitors
7:00 pm: After Hours Networking/Dinner on own

Tuesday, April 26

7:00 am - 12:00 pm: Registration Open
7:30 am - 8:30 am: Breakfast with Exhibitors
8:30 am - 10:00 am: Breakout Sessions

- Unplug! What Customers Want! with Dr. Wayne Slough, VCU Professor of Marketing

- Key Considerations of Agency Acquisition and Perpetuation Part 2 with Dave Tralka, President of InsurBANC (1 OGI)

10:00 am - 11:30 am: Networking with Exhibitors (Including prize giveaways)
11:30 am - 12:30 pm The Future of Virginia's Insurance Agencies with John Martin, CEO, GenerationsMatter

CLICK HERE FOR MORE

INFORMATION OR TO REGISTER

VISIT WEBSITE

STAY CONNECTED