



Young
AGENTS

ON THE / **MOVE**

YOUNG AGENTS'
Newsletter

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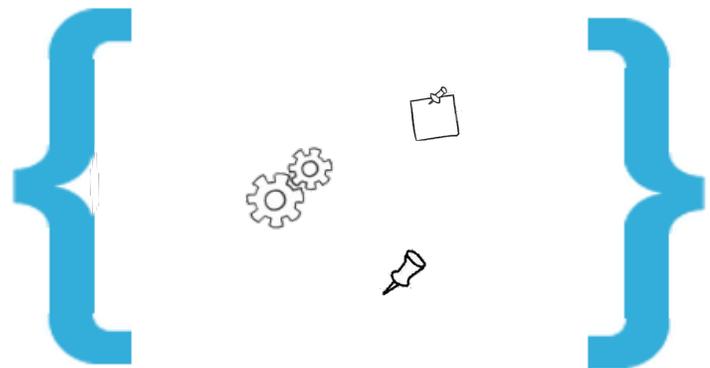
February Webinar

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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
password. If you do not have this
information, please call IIAV at

IIAV January Young Agents' Newsletter:

Pick a Number: Using Statistics as a Sales Tool

**Commercial Fire Insurance: Do You
Know About the Environmental Risks?**

by Chris Bunbury

Why has environmental risk management and
insurance become part of basic best practices for all

Contact

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Volunteer Opportunities

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:

- **February 11** - *Virginia Commonwealth University (VCU) Career Fair*
- **February 17** - *Old Dominion University (ODU) Insurance Career Night*

commercial insurance professionals? The simple answer: Environmental exposures impact every business.

In today's transparent business environment, managing and transferring environmental exposures has become a critical risk management practice that can drive growth and profits. In the process, insurance professionals who incorporate environmental risk management and insurance are more likely to become trusted advisors to their insureds.

[READ FULL ARTICLE HERE](#)

Pick a Number: Using Statistics as a Sales Tool

by Dave Evans

We live in an age where data-metrics, statistics, whatever you want to call it-reigns supreme. And of course it only makes sense to base business and personal decisions on the best available information.

But it's also important to remember how easy it is to use numbers selectively used to bolster one's position.

A great example is the stock market. Aside from the bid or ask spread, the price of a stock-especially a large, well-known one like Apple-reflects an equal sentiment between buying and selling. How many times have you watched a television business show where two analysts support their position as to why the company is or isn't heading in the right direction using statistics? Even sports-an area that used to be the last sanctuary from the real world-is now dominated by data mining. "Fantasy sports" have become more data-driven than many aspects of the economy.

- **March 2** - Virginia Union University (VUU) Career Fair
- **March 31** - Old Dominion University (ODU) Career Fair

Please email Kristina Preisner, kpreisner@iiv.com, if you are able to help out.



Quote of the Month

"Cheers to a new year and another chance for us to get it right."

~ *Oprah Winfrey, American media proprietor, talk show host, actress, producer, and philanthropist*

Announcements

If you have any announcements please email kpreisner@iiv.com



[READ FULL ARTICLE](#)

4 Timeless Insurance Sales Tactics Modernized with Tech

by *Clint Houck*

It seems like every day a new groundbreaking tool "guarantees" you'll write more business and transform everything you ever learned about selling insurance.

You buy into it, only to discover that the reality doesn't live up to the hype.

What's the deal? After all, isn't technology supposed to be a cure-all for all your sales woes? The truth is, as innovative as these tools may be, they don't replace the tried-and-true tactics insurance agents have relied on for years. If they did, there would be no role for agents to play at all.

What these tools do offer, however, is reinforcement. Technology will never replace the need for agents, but it can enhance their capabilities by building on methods of personalization, service and human expertise—all of which have served the industry well for decades.

[READ FULL ARTICLE](#)

"Emerging Insurance Pricing Mechanisms"

- *Webinar Taking Place in February* -

On February 24, join IIBA from 1:00pm-3:00pm for



the following webinar, "***Emerging Insurance Pricing Mechanisms***" (2 OGI). This program examines past, recent, current, and emerging pricing mechanisms, from the inception of judgmental underwriting to class rating to data analytics and predictive modeling.



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

- Understand the evolution of P&C insurance pricing
- Explain pricing issues to your customers
- Advocate for pricing strategies that best serve the interests of consumers
- Minimize legal liability for pricing mechanisms



[**REGISTER HERE**](#)

Last Call for February Networking Social

Last call to register for IIAV's first networking social of the year on **February 4** from 5:30pm - 7:30pm at the **Tobacco Company in Richmond**. Come out for a casual get together with the Virginia Bankers, Virginia CPA's, and Virginia Bar Associations. This event is free to attend and all are welcome.



[**REGISTER HERE**](#)

Thank you to our Regional Social Sponsors: Alfa Alliance, Atlantic Specialty Lines, JSA, Progressive, Utica National and VFSC



IIAV's Bowling Night Takes Place in March



Save the date 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, Utica National, and VFSC



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

REGISTER HERE

Are You Coming to *insurEXPO16*?

insurEXPO16 is IIAV's brand spanning 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. In addition to "can't miss" General Sessions, *insurEXPO16* will feature your choice of breakout sessions offering continuing education and valuable information to take back to your agency. This event is beneficial to all agencies - captive or independent. All employees are encouraged to attend including principals, producers and account managers.

Don't Miss Out...Register TODAY!

- Trends of Top Performing Agencies
- Continuing Education
- Special Guest, Bobby Reagan, CPCU - Reagan Consulting
- Inspiring Industry Speakers
- Exhibit Hall
- Networking Opportunities

***CLICK HERE FOR MORE
INFORMATION OR TO REGISTER***

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