

SCOTT ADDIS CONSULTING® WEBINARS

YOUR UNIQUE VALUE PROPOSITION... 5 STEPS TO DELIVER IT



How do you create value? This apparently simple question may well be the most important one you will ever be asked. Your ability to clearly articulate your value proposition will separate you from the pack, elevate your performance and offer direction as you move ahead with your career. Your value proposition is the reason for your professional existence. It describes how you create value for others. It makes you stand out in a crowded marketplace. Without a compelling value proposition you are ordinary and disposable -- a commodity. With a distinguished value proposition you are unique and indispensable!

In this engaging webinar, you will learn the 5 simple steps to deliver your unique value proposition. Don't be surprised if your performance indicators skyrocket!

BUILDING YOUR REFERRAL NETWORK... 10 PROVEN STEPS TO NETWORKING SUCCESS



Learning how to connect is one of the most important skills you will ever learn. Effective networking is not about serving yourself. Rather, it is finding ways to make other people more successful. Successful professionals understand that real networking is about generosity not greed. It is about giving before you receive. Learning how to help others succeed is the key ingredient in the networking process.

The great myth of networking is that you reach out to others only at the time of need. This is incorrect. Successful individuals built their network long before they needed anything at all. Creating a community is not a short-term solution or one-off activity only to be used when necessary. It begins with a predetermined plan and a strategy to carry it out. The strategy is built upon the constant process of connecting – of offering and asking for help. In “Building Your Referral Network...” you will take away 10 proven steps to networking success!



BENCHMARKING CUSTOMER INTIMACY, LOYALTY AND REFERABILITY



Do you have a system in place to benchmark customer intimacy, loyalty and referability? If not, you are not alone. AIC's research documents that the vast majority of insurance agents and brokers have no means to quantifiably assess the perceived value of their service offerings.

In this webinar, you will separate yourself from your competition with the world's shortest customer satisfaction survey. The survey is only 1 question and takes less than one minute to complete. It will protect the "lifetime value" of your most important asset – your customer!



THE GIFT OF SALES MANAGEMENT



Sales Management is about stewardship, planning, organizing, resource allocation, control and problem solving. It is the act of coordinating people and resources to efficiently deliver products, strategies and services. The Gift of Sales Management can be summed up in two words – "Sales Leadership." Sales Leadership is the process of influencing others to achieve mutually agreed upon goals.

You will leave this webinar with strategy and structure to support your agency's vision, people alignment, sales culture, and communication to positively impact top line growth.



THE POWER OF FIRST IMPRESSIONS



How many times have you heard, “You never get a second chance to make a first impression?” How many times have you said it? Do you believe it?

An “impression” is a mark, indentation, or figure produced by pressure. The impression is a strong effect produced on one’s intellect, feelings, or conscience. Therefore, a first impression is the mark you make in the first moments of interacting with someone. Initial encounters are emotionally concentrated events. You walk away from them with a first impression that is like a Polaroid picture – a head-to-toe image that develops instantly and never entirely fades. In this webinar, you will learn the top ten strategies to

create a positive first impression.

THE 7 SECRETS TO PEAK PRODUCER PERFORMANCE



Are you at peak performance? Is your potential being realized? In this engaging and soul searching webinar, Scott Addis will uncover the “7 Secrets to the Peak Performance Journey.” These secrets will facilitate your ability to move ahead in your career with passion and purpose.

The peak performance experience will increase your new business hit ratio, create a steady flow of qualified new business referrals and reduce outside competition on key accounts. Shhh... it’s a secret!



PERFORMANCE MAP 365™ ... THE ART OF GOAL SETTING

Your ability to create visions and set goals is essential to your personal and business lives. Visions allow you to see yourself at some point in the future, while goals offer a roadmap to reach your visions. There is nothing more rewarding than having visions, setting goals, and focusing in as the visions become reality.

Performance Map 365™... the Art of Goal Setting is a system that will enhance your ability to create visions, set goals, benchmark progress, build your relationship network, and break through frustrations. Performance Map 365™ will pay significant dividends as it related to work/life balance, income, and enjoyment in your business and personal lives.

WORK/LIFE BALANCE...YOUR TIGHTROPE TO A REWARDING CAREER!



Do you have proper balance between your personal and business lives? Or, are the demands of your work infringing upon the quantity and quality of time you have with family, friends, hobbies, and community?

The following work/life balance quiz will tell you the degree to which you should be concerned about work/life balance:

1. I work 60 or more hours per week?
2. I have little personal down time?
3. When I get home from work, I am exhausted?
4. There seems to be precious little time to enhance personal relationships?
5. "Fun" is no longer a word in my vocabulary?

If you answered "Yes" to 2 or more of the statements above, you owe it to yourself to learn about the ten suggested strategies to achieve work/life balance contained in this webinar.

REJECTION...A DEBILITATING SCENARIO THAT IMPACTS YOUR PERFORMANCE OR A MOTIVATOR TO TAKE YOU TO THE NEXT LEVEL?



How well do you handle rejection? Do you simply brush rejection aside? Or, does the failure to connect deflate your self-image and/or confidence? You are usually able to spot someone who is a successful producer or account manager by the way he or she handles rejection. Research suggests that the vast majority of people struggle with rejection. Learning how to overcome the ill effects of rejection is an essential survival skill in the business of insurance and risk management.

High performing producers have a positive attitude toward rejection. They use rejection as a motivator...a signal that indicates it may be time to tweak their performance. They ask questions such as "What might I do differently?" or "How can I better present my value proposition?" In this webinar, you will learn five steps to use rejection as a motivator to take you to the next level.



DISCOVERING YOUR NATURAL STRENGTHS...FOCUSING ON YOUR UNIQUE ABILITY



Are you aware of your natural strengths? Your Unique Ability? If so, are you harnessing this talent in synergistic ways to maximize your performance?

Every person who has ever lived has a Unique Ability, though most people are not conscious of it. Because of this lack of awareness, these people have not experienced the infinite rewards that come from being able to harness and develop their natural talents and pursue their passions wholeheartedly. The more you are able to recognize your Unique Ability and shape your life around it, the more freedom, success and happiness you will experience. Your Unique Ability has four characteristics:

1. It's a superior ability that other people notice and value;
2. You love doing it and want to do it as much as possible;
3. It's energizing for you and others around you;
4. You keep getting better, never running out of possibilities for further improvement.

In this webinar, you will learn a six-step process to discover your Unique Ability.



LEADING VS. MANAGING UNDERSTANDING THE DIFFERENCE IS KEY TO YOUR SUCCESS



Are you a Manager or a Leader? Although these terms are used interchangeably, they represent very different people with diverse personalities and world views. By learning whether you have the characteristics of a Manager or a Leader, you will gain the insight and self-confidence that come from knowing more about yourself. This knowledge will have a profound impact on your personal growth and the success of your organization.

Managing is about stewardship, control, planning, organizing, resource allocation, and problem solving. It is the act of coordinating people and resources to efficiently produce goods, strategies, or services. Leading is the process of influencing others to achieve mutually agreed upon goals for the good of the organization. It is about vision, people alignment, culture, and communication supported by the firm's mission and guiding principles.

In this webinar, you will learn how to harness your talents as a leader and/or manager to impact performance.



FINDING THE RIGHT MENTOR FOR YOU



A mentor is someone with more entrepreneurial business experience than you who serves as a trusted confidant over an extended period of time. Why do they do this? First and foremost, as a way of giving back. They also do it because they care about and respect you. They may do it to develop their skills as a teacher, manager, strategist, or coach. And a true mentoring relationship also works in both directions – the mentor learns about new ideas from you, just as you learn timeless wisdom from them.

The mentor's role is to provide an appropriate degree of challenge and support – emotional, technical, and tactical – so that you can build competence and confidence. The mentor is an information source supporting you with decision making, problem solving, and ongoing encouragement. His or her non-judgmental approach is most critical as your development hinges upon self discovery. In this webinar, you will learn five strategies to find the right mentor for you.

