



Business Lines Producer Development Program

Turn your new producers into high-performing sales professionals.



Business Lines Producer Development Program

Liberty Mutual's Producer Development Program will equip your newly licensed commercial lines producers with the coverage knowledge, sales skills, and confidence they need to become valuable contributors to your agency in just 10 weeks.

This fully virtual training offering uses a combination of webinars, in-agency activities, and one-on-one sales coaching, to teach new producers how to:

- Explain commercial lines loss exposures, coverage forms, and endorsements to prospects and clients
- Apply effective sales and prospecting techniques unique to commercial insurance
- Create and successfully execute a personal production plan for reaching sales goals
- Market and explain Liberty Mutual products, services, and resources

How does this benefit your agency?¹

Graduates of the program saw a:

- 6.5% increase** in direct written premium
- 7% increase** in new business
- 29% increase** in submissions
- 33% increase** in quotes
- 19% increase** in policies sold

¹Benefits are based on evaluating agencies' results with Liberty Mutual 12 months before producers started the program and 12 months after producers graduated from the program (2014-2017).



Your path to success

Win the Prospect	Win the Coverage	Win the Carrier
<ul style="list-style-type: none"> • Goal setting • Time management • Prospecting • Value vs. price • Handling objections • Leveraging social media • Complete weekly activity reports • Gaining referrals • Sales podcasts 	<ul style="list-style-type: none"> • Property • General Liability • Auto • Workers Compensation and Employers' Liability • Umbrella and Excess Liability • Inland Marine • Crime • Cyber • Employment Practices Liability 	<ul style="list-style-type: none"> • Marketing • Underwriting • Risk Control • Claims • Premium Audit • Quoting • Policy Services

Ready to enroll? Contact your territory manager.

[Learn more](#)

Higher Retention

The five-year retention rate
for our program graduates is
8% higher
than the national average*



Requirements

To make sure each producer is set up for success, participants are required to:

- Assign a designated mentor for the new producer participating in the program
- Complete in-agency activities and online classroom assignments each week
- Participate in weekly instructor led webinars
- The weekly time commitment for the producer is approximately 8-10 hours.
- Week 10 of the program is an immersive training experience that requires the producer to be in training every day that week.
 - June program Week 10 dates: 8/23-8/27
 - September program Week 10 dates: 11/15-11/19

Tuition: \$1,999

Eligibility

Participants must be new and/or inexperienced producers who need fundamental commercial lines coverage and sales training and must:

- Be driven, motivated, and desire to be the best
- Hold an active property and casualty license
- Demonstrate an ability to work well with the agency manager and staff by completing in-house assignments

Agency mentor's role

Managers should expect to pave the way by providing support in these ways:

- Completing a weekly action plan with the producer
- Monitoring training, and providing coaching and assistance when needed
- Coordinating in-agency training activities
- Confirming that producers complete all assignments each week
- The weekly time commitment for the mentor is approximately 2 hours.

Ready to enroll? Contact your territory manager.

[Learn more](#)

Business Lines Producer Development Program

Here's what graduates are saying:



"In my mind, any new producer would benefit in a major way from this program. It does a great job of teaching a producer how to look for gaps and then tell the story of what that could potentially mean to the insured. I have had quite a bit of early success in gaining new business, and there isn't a time I walk into a business that I don't rely on something I learned in the class. The Business Lines Producer Development Program from Liberty Mutual really provided the foundation for what I do as an insurance professional every day."

- Lucas Dunbar, L.S. Robinson Company



"The training has helped me grow my business. I'm more confident in my knowledge base and the recommendations I make to clients or prospects. I don't second-guess my answers to coverage questions, which allows me to focus on understanding the prospect and what drives them to be a buyer."

- Chad Gordon, Widerman & Company



"This is an excellent class; the industry and coverage information I learned throughout has been very valuable. I am more confident and knowledgeable when interacting with prospects and customers."

- Rich Hickey, Suburban Insurance Agencies, Inc.



"I'm a big fan of the Business Lines Producer Development Program and what it taught me. In less than three years in the business, I'm exceeding my sales goals, and the knowledge gained has put me well ahead of both new and seasoned insurance brokers."

- Brad Willadsen, Arthur J. Gallagher & Co.



"The Business Lines Producer Development Program changed my career, so I owe a lot to it. There is no other program in the nation that will prepare agents for long-term success in this business."

- John Borja, Teague Insurance



"After a call with a prospect last week, I had a quick moment of reflection, and I thought, 'Wow, I spoke really well on that call!' I identified the prospect's issues, advised on a few solutions, answered all questions without hesitation, and established dates for our next meeting. Thanks to the Business Lines Producer Development Program my confidence has grown tenfold."

- Kristian Beall, Beall Financial & Insurance Services Inc.

Learn more

Q2 session begins June 21; apply by June 18

Q3 session begins September 13; apply by September 10

*MarshBerry's proprietary financial management system, Perspectives for High Performance (PHP) 2016