

Attention Insurance Media

Hone Your Selling Skills and Build Your Business through IBAC's *Elite Force – Best Practices Producer Academy*

Toronto, November 2017 – The Insurance Brokers Association of Canada (IBAC) and its member associations invite you to attend their premiere sales training program for producers - *Elite Force - Best Practices Producer Academy*. The ground-breaking program begins February 6, 2018 in Toronto.

Elite Force - Best Practices Producer Academy is the most comprehensive insurance sales training program available in Canada. This 12-day, intensive sales training program (English only) is held over three days per quarter in Toronto, and covers the full spectrum of the sales cycle, from prospecting to data gathering and closing.

Producer Academy focuses on the critical skills that empower brokers in their interactions with customers, including prospecting, identifying and communicating with different personalities, relationship building, negotiation skills, time and stress management, presentation skills, and how to set, track and measure sales goals. Guest speakers are brought in – insurer CEOs and subject matter experts. To ensure the classroom learning is immediately reinforced, students are sent back to their brokerages each quarter with assignments designed to help them apply their new skills.

"Producer Academy meets the specialized needs of insurance brokers in ensuring the success and profitability of their business now, and well into the future. Our focus is set on core principles of discipline, persistence and consistency - best practices that give producers a distinct competitive advantage when it comes to meeting the insurance needs of consumers", says IBAC's CEO, Peter Braid.

"For the brokerage, the initial investment in sponsoring a producer to attend the program pays off with improved commissions which continue to increase over time. Producer Academy is an investment in your staff, your client relationships and your business", adds Braid.

To enroll, please contact:

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