



CLARK INSURANCE IS LOOKING FOR SUPER STAR PRODUCERS TO ADD TO THE FAMILY!

SUPER STAR Producer Job Description

To grow the personal lines and small commercial book of business by maximizing the Insurance sales process and applying these strategies daily. This includes calling on lost business, unsold quotes, and monoline business for account rounding, attending networking activities and building relationships with centers of influence. This role is the face of Clark Insurance Agency in the community as well as agency prospects.

Desired Outcomes of this Role

1. Meet goals of new business policies per month
 - a. Call lost business list each week
 - b. Call unsold quotes coming up for renewal each week
 - c. Call monoline accounts for account reviews and account rounding opportunities each week
 - d. Meet with one center of influence each week
 - e. Attend one networking event each week
 - f. Market all accounts and present proposals
 - g. Place business according to the goals of the agency
 - h. Stop, Listen, and Ask questions of your customers in order to clearly understand their needs and to build solid relationships.
 - i. Identifies training needs with assistance from managers. Develops a personal improvement plan, and take responsibility for learning and improving technical and sales skills regularly.

2. Follow the new business sales process and maintain a closing ratio of over 50%
 - a. Connect with new inbound inquiries in under 5 minutes
 - b. Follow up with 5-6 phone calls on new web business
 - c. Complete all outbound calls each week (lost business, monoline account reviews and unsold business)
 - i. Call and email the list once per week for 3 weeks, mail a quote to anyone you did not connect with after 3 weeks)
 - d. Ask for referrals
 - e. Use strategies to sell policy value and avoid selling on price
 - f. Update Carrier websites/management system daily

- i. Prospects
 - ii. New Business
 - iii. Any service calls you have
 - g. Prequalify insurance prospects for insurability and quality of risk
 - h. Obtain signed apps, payment, bind coverage and finalize all underwriting needs.
 - i. Closing ratio will be monitored and adjusted as needed, and the closing ratio is determined by number of opportunities that are quoted vs. bound.
- 3. Work to improve agency retention with a goal of 95%
 - a. Account round all new business
 - b. Follow up with new business 30 days after the point of sale and at renewal
 - c. Ask for referrals
- 4. Identify networking group opportunities
 - a. Identify networking groups and events in the community
 - b. Attend a minimum of 3 community/networking events each month
 - c. Represent the company accordingly
 - d. Represent the agency as if it were your own
- 5. Identify and connect with centers of influence
 - a. Conduct one meeting per week or 4 meetings per month with centers of influence
 - b. The goal is to connect with them to generate referrals
- 6. Work to support the marketing and branding team in the following ways:
 - a. Provide them any business cards to be entered into marketing campaigns
 - b. Suggest blog, email and social media topics to the marketing department
 - c. Share agency social media posts on personal social networks
 - d. Participate in pictures and agency branding opportunities when invited
- 7. Be available to connect with prospects on their time. This includes responding to web forms in the evening and on weekends.
- 8. Proper Management system
 - 1. Use the management system as directed by the agency owner
 - 2. Put all new prospects into the management systems and update notes
 - 3. When speaking or emailing a client update the management system immediately
 - 4. Respond to all CSR questions and or emails within 24 hours
- 9. Positive Attitude and Efficient Work Ethic
 - a. Work to increase and improve efficiency on a daily basis. This includes always finding ways to streamline processes, use technology tools to the fullest and limiting general distractions.

- b. Possess and maintain a positive mental attitude, including positive working relationships with clients and agency personnel.

Critical Competencies

Efficiency	Able to produce significant output with minimal wasted effort.
Honesty/Integrity	Does not cut corners unethically. Earns trust and maintains confidences. Does what is right, not just what is easy.
Organized & Planning	Plans, organizes and schedules in a productive manner. Focuses on key priorities.
Aggressiveness	Moves quickly and takes a forceful stand without being abrasive.
Follow-Through	Lives up to verbal and written agreements, regardless of personal costs.
Intelligence	Learns quickly. Demonstrates ability to quickly and proficiently understand and absorb new information.
Persistence	Demonstrates tenacity and willingness to go the distance to get something done.
Proactivity	Acts without being told what to do. Brings new ideas to the company.
Flexibility/Adaptability	Adjusts quickly to changing priorities and conditions. Copes effectively with complexity and change.
Calm Under Pressure	Maintains stable performance when under heavy pressure or stress.
Enthusiasm	Exhibits passion and excitement over work. Has a can do attitude.
Work Ethic	Possesses a strong willingness to work hard and sometimes long hours to get the job done. Has a track record of working hard.
High standards	Expects personal performance and team performance to be nothing short of the best.
Openness to Criticism and Ideas	Often solicits feedback and reacts calmly to criticism or negative feedback.
Listening Skills	Lets others speak and seeks to understand their viewpoints.
Communication	Speaks and writes clearly and articulately without being overly

	verbose or talkative. Maintains this standard in all forms of written communication, including emails.
Teamwork	Reaches out to peers and cooperates with supervisors to establish an overall collaborative working relationship.
Persuasion	Able to convince others to pursue a course of action.

Performance Review

- Monthly meeting with the agency owner to review pipeline, sales, and Management System Usage

ARE YOU A SUPER STAR?

Call us ONLY if you are an overachiever and you can prove it. Come build an empire within our successful growing company. We are in the insurance industry, but we don't hire backgrounds. We hire top producers. If you're average, you can earn \$40K with us. If you are a star, you can earn \$100K plus. Young or old, if you have the stuff, we'll know.

Call us at 1-800-499-4776

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