

# 1 DAY Program

## 2019 Effective Coaching

Monday, March 11, 2019  
Stamford, CT

Monday, November 11, 2019  
Scottsdale, AZ





# Effective Coaching

**WSIA** collaborates with Richardson, a global sales training and performance company, to offer Effective Coaching. People are the greatest strength of most successful organizations. Some studies indicate that coaching can have a much greater impact on business results than pay for performance or standard performance assessments. Further, to stay competitive and expand relationships, it is important to develop the ability to improve performance. This program ensures attendees have the skills and strategies to build a coaching culture that drives performance.

## WHO should attend

- Any surplus lines manager who leads a team of professionals responsible for revenue or premium production and desires to improve the performance of that team.
- The program is ideal for both wholesale broker and company member employees.
- Managers whose team members have completed WSIA's Consultative Selling and Negotiations will find this program of particular interest.

## WHAT to expect

Through the course, you will:

- Develop a better understanding of your team members' mindsets and understand how to motivate and empower them towards greater productivity.
- Improve your ability to help team members become responsible for their own development and help them balance the benefits of internal and external motivation.

## *"Good strategy and outline for coaching"*

### Success Starts with Your Team

Participants receive customized coaching training geared specifically to transacting business in the wholesale, specialty and surplus lines. Coaching and improving the performance of a team is the secret of sales success, and it is the most important job of a sales manager. Effective Coaching participants will use real-life scenarios, impacting both brokers and underwriters, with role-playing opportunities to develop an approach that helps their team members take responsibility for their success.

- Develop an understanding of the differences between managing and coaching.
- Help your team members develop specific, measurable objectives using metrics that assess.
- Leave with the ability to improve the environment in which your team works so it's supportive and encourages team members to stretch and improve.

An additional feature of the program is the opportunity to network and strengthen relationships with peers and other industry professionals, which is key in the wholesale and specialty market.

## WHEN & WHERE

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## REGISTRATION & COST

- Registration opens December 18, 2018 at [www.wsia.org](http://www.wsia.org).
- Registration closes February 12, 2019 or sooner if the program reaches capacity.
- Tuition is \$1,045 per participant.
- Hotel accommodations are the responsibility of the participant. Please visit the program website [here](#) for area hotel recommendations.

*“It was great to bring this subject to the forefront. **I have grossly been missing an opportunity to be more intentional** with developing my employees.”*

*“Real life examples were **specifically applicable** to our business.”*

## WSIA TECHNICAL & CAREER DEVELOPMENT

