



SAVE THE DATE

What: The PIANY/NYIA 2013 Insurance Leadership Forum
Building bridges to achieve profitability and policyholder satisfaction

When: Wed., Nov. 13, 2013

Where: The Century House—Route 9, Latham, N.Y.
Lunch—noon
Program—1:15-4:30 p.m.

Building bridges to achieve profitability and policyholder satisfaction

The importance of underwriting goes passed just looking at eligibility vs. desirability. It is more of a collaboration of underwriting and marketing. The impact of underwriting means as much to the bottom line, as it does to the policyholder's satisfaction. This year's forum will focus on just those aspects—underwriting and what it means to your business and its impact on the profitability, as well as its impact on the policyholder satisfaction. But, that's not all! We also will explore what makes for an engaging and meaningful marketing meeting between carrier representatives and agency principals and how underwriting and policyholder satisfaction should play into those conversations. The use of a carrier's comprehensive database of information or "big data" should lend itself to how to identify new market opportunities instead of just refining pricing practices. Agencies and carriers need to have open dialogues as to what insureds are looking for and how we can meet those expectations while keeping satisfaction high. Remember, a satisfied customer is a retained customer and a retained customer is one of the keys to profitability.

PIANY/NYIA welcomes John Fear, CISR, CPIA, as the program moderator.



John Fear has worked in the insurance industry for over 20 years with expertise in both property/casualty and life and health; and now owns his own consulting firm—Premier Business Consulting. He has consulted with agents across the country, focusing on improving sales and maximizing operational efficiencies. Since starting his own business, he has been a featured presenter at several national sales meetings for major insurance companies and independent agency organizations. Those experiences have given him an outstanding knowledge of, and insight into, real-life solutions that effectively meet agency needs. His workshops enable agents to meet and exceed their business objectives by incorporating sound business principles into their everyday operations.

You are invited to this exclusive and intimate event, so mark your calendars as this program promises to be an exciting one. More information on how to register for this program will be coming to you in future publications and mailings and on the PIA website.