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Insurance Marketing Strategies

Day 1

8:30 a.m. — Registration, light continental breakfast, “Meet and Greet”

9 a.m. — *Welcome, opening comments.* Industry overview and strategic planning discussion by Jeff Cross, Senior Editor of *Cleanfax* magazine and creator of *Totally Booked* UNIVERSITY. Introduction of Peter Crosa, AIC, RPA, a licensed independent adjuster and private insurance investigator.

9:30 a.m. — “*Soft Selling Hardened Claims Adjusters*” by Peter Crosa

Peter Crosa, AIC, RPA will cover the issues successful restorers need to know when marketing, selling and dealing with insurance adjusters and other segments of that important target industry. This is where the rubber hits the road when it comes to restoration and damage repair work and the insurance companies. In this session, you will learn what you need to know about adjusters and the most important thing an adjuster needs to know about you. Where do you find adjusters who will use your services? How do you get their attention? Get ready to learn some techniques to get more insurance work and build more business for your company!

This session will cover:

- When you meet a hostile adjuster at a job site, learn how to turn this encounter into a lucrative relationship. IT CAN BE DONE!
- Learn to distinguish between adjusters who can hurt you and adjusters who can help.
- How to get face time with adjusters when their guard is down.
- The ‘do’s’ and ‘don’ts’ of using “promo and entertainment” with adjusters and agents.
- Learn the terminology that adjusters use.
- Learn why marketing to adjusters is different from marketing to agents.
- Industry specific advertising options for reaching the right people to get work.
- Working the associations and trade groups that serve the insurance sector.
- Why it is “no accident” when other restorers in your area get insurance work!

10:30 a.m. — Take a break, get some refreshments, and enjoy time to network.

Continued...

10:45 a.m. — “Soft Selling Hardened Claims Adjusters, Part 2” by Peter Crosa

The session moves into final strategies and allows you to ask specific questions about concerns you have in regards to working with the insurance industry.

12 p.m. — Lunch, enjoy a meal with your new peers and industry contacts.**1 p.m. — “The Absolute Best Website Strategies You Must Use to Build Your Restoration Company” by special guest Sonny Ahuja**

Every restoration company must have a website. Most do. The problem is that most of them don't generate any leads. Sure, you may get the occasional visitor and some jobs from your website, but after this easy-to-follow session on How to get RELEVANT traffic to your website and how to get MORE visitors to call YOU instead of your competition you will be ready to capture market share and beat your competition where it really counts today: On the Internet!

This session will cover:

- How to get more people to call you when they visit your website.
- Easy to follow step by step system to drive relevant traffic to your website.
- How to make the world's biggest search engine Google work for YOU.
- The tools and tricks that get people calling you with click of only ONE button from their mobile phones and iPads.
- Strategies and short case studies of Restoration companies getting non-stop leads via internet today.

2:45 p.m. — Take a break, get some refreshments, and enjoy time to network**3:00 p.m. — “Getting Your Foot in the Door: Marketing to Agents” by Peter Crosa**

Most restoration contractors spend most of their marketing efforts attempting to network with, have lunch with, play golf with... *adjusters*. What many forget is the true power that insurance *agents* have in regards to referring those valuable restoration jobs. This session solves the mystery of who has the power to get you jobs and adds another effective plan you must implement to reach decision makers in the insurance industry.

This session will cover:

- The “Insurance Wars” and how the typical insurance agent knows how he or she must offer more to the insured when there is a loss.
- How the insurance agent thinks and acts when he or she gets that dreaded “My basement is flooded and I need help!” telephone call from a policyholder.
- How to find out if an agent really has to refer work to firms listed on the Preferred Vendor list or if they can refer you instead.
- How to take stressful events bothering agents and turn them into profit for your firm.

4:30 p.m. — Final comments, end of session... now take this time to have dinner with your new friends and continue to share ideas.

Continued...

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Day 2

8:30 a.m. — Continental breakfast, catch up on what we learned so far.

9 a.m. — “*The Four Extreme Adjuster Personality Types*” by Peter Crosa

Who are you dealing with... staff adjusters, independents, public... a temp? Get ready to learn what it takes to recognize personality types and how to effectively deal with them so you not only get the job, but are able to work better with the adjuster assigned the claim.

10:30 a.m. — Take a break, get some refreshments, and enjoy time to network.

10:45 a.m. — “*Restorers: Methods to Utilize Social Media and the Modern Internet Age to Get More Jobs*” by Jeff Cross

What do successful restoration companies and damage repair contractors do with their Facebook and Twitter accounts to get more clients? Social media, to most business owners and managers, is confusing and most do not know how to use the various social media sites to get more jobs. After this fast-paced session on practical “how to” use social media, you will be ready to implement a solid online plan that will get the attention of your local marketplace.

This session will cover:

- Starting your Facebook, Twitter and social media site campaigns.
- Learning the best topics and ideas you can post and share with your local marketplace.
- How to engage interest groups (the ones that are used by your ideal type of customer).
- How to get “friends” and “likes” for your social sites and how to market to these.
- Combine your social media strategy with your company website for great results.

12 p.m. — Lunch, enjoy a meal with your new peers and industry contacts.

1 p.m. — “*How to Hire (and Fire!) a Marketing Rep*” by Peter Crosa

When you are really ready to go after the big (or most lucrative) restoration jobs, having a marketing rep, someone dedicated to marketing, networking and landing work for the company, is an important component to building a successful restoration business. This session shows you how to find the right person and how that new marketing rep can approach agents, adjusters and others who can refer work to your company.

This session will cover:

- Working your way through the muck of potential employees (one of the most difficult challenges is finding the BEST person to hire).
- The training “ins-and-outs” of prepping your marketing rep for the real world.
- How to monitor and track the results of your newly minted marketing rep.
- How your marketing rep can help you (the little guy or even if you are the big fish) compete in an era of restoration networks and national companies.
- A Q&A session to answer all your concerns specific to your own goals and company challenges you face each day.

Continued...

2:30 p.m. — Take a break, get some refreshments, and enjoy time to network.

2:45 p.m. — “Final Q&A, Implementation Session” by Peter Crosa and Jeff Cross

It's not over yet! You learned a lot in the past two days. Let's keep pushing. After many seminars, most business owners and managers go home and put the book on the shelf and what they learned into neutral. Not with a TBU workshop! This final session will reinforce what you have to do to implement what you learned and will give you the “boost” you need to get the job done.

This session will cover:

- The most important aspects of your new “game plan” and how you will implement all you have learned in the past two days.
- How you can take what you learned and never forget how valuable it is that you implement specific strategies.
- Specific reasons why your competition might get jobs that you don't get and how you can change that forever.

4 p.m. — End of the *Insurance Marketing Strategies* Workshop... final comments, suggestions and planning for your new pathway to excellence!

Thank You!

