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## *Insurance Marketing Strategies*

### Day 1

**7:30 a.m.** — Registration, continental breakfast, “Meet and Greet”

**8 a.m.** — *Welcome, opening comments.* Industry overview and strategic planning discussion by Jeff Cross, executive editor of *Cleanfax* and founder of *Totally Booked UNIVERSITY*. Introduction of Peter Crosa, AIC, RPA, a licensed independent adjuster and private insurance investigator; Bill Yeadon, the Jon-Don learning facilitator; and Sonny Ahuja, a website and SEO expert.

**9:00 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.
- How to use “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.
- Do’s and Don’ts of gratuities and vendor appreciation protocols.
- Why it is “no accident” when other restorers in your area get insurance work!

**10:00 a.m.** — Take a break, get some refreshments, and enjoy time to network.

*Continued...*

**10:15 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 friends and industry contacts.**

**1 p.m. — “The Absolute Best Website Strategies You Must Use to Build Your Restoration Company” by 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. — “How to Use Xactimate to Build Your Restoration Business, Maximize Profits and Work With Insurance Companies” by Mitchell Byrom**

Mitchell is the ONLY IICRC instructor who is also an Xactimate certified trainer and he will share with you the ins-and-outs of using Xactimate price your jobs better, work with insurance adjusters and companies and get more restoration jobs.

**This session will cover:**

- Why insurance companies need you to use this software for estimates.
- How Xactimate can help you stay abreast of changes in the industry.
- Strategies on using Xactimate to make the adjusters jobs easier and to make you look better as a choice in restoration companies.
- Answers to your toughest questions on using estimating software.

**5:00 p.m. — Final comments, end of session... and now enjoy a special Welcome to Jon-Don Reception hosted by the Jon-Don crew!**

Snacks and refreshments and great conversation will wrap up an intense Day 1 of this *Insurance Marketing Strategies* workshop.

# *Insurance Marketing Strategies*

## Day 2

**7:30 a.m. — Continental breakfast, catch up on what we learned so far.**

**8 a.m. — “*The ‘Emotional Dynamics’ of the Restoration Loss*” by Bill Yeadon**

This session will orient contractors on the traumatized emotional landscape found in a typical insurance loss. Attendees will learn how to easily gain the trust and confidence of the insured, which means the loss will go smoother and finish faster. The grateful insured will complain less to the adjuster who, in turn, will maneuver events to get this "make things happen" contractor into his or her losses.

**This session will cover:**

- The single biggest mistake restoration contractors make — and how to avoid it.
- How to examine the traumatized “Emotional Landscape” of both the homeowner *and* the adjuster in a typical residential loss, *plus* how to program your employee’s daily actions around these common negative emotions.
- How to avoid the dreaded “Hostility Transference” so common in restoration losses today.
- How to create “Cheerleader Adjusters” that will scheme and maneuver to get you on their losses, even if you are not on their company’s Preferred Vendor list. And you don’t even need to play golf with them!
- The “Four C’s” that will help your carpet cleaning technicians “turn on a dime” emotionally to reach out to a traumatized restoration client.
- How to get your subcontractors on board with “Emotional Dynamics”.
- A 19 Step “Moment of Truth” Checklist for you, your employees and your subs to always follow on the loss.
- 10 essential pre-inspection reminders.
- A Quality Control Room sheet that will give your client the “Illusion of Control” even when your crew isn’t there.
- An “Initial Water Damage Estimate” form that will stop forever the maddening homeowner complaint: “If I had known how much you were going to charge me I would have replaced the carpet.”

**10:00 a.m. — Take a break, get some refreshments, and enjoy time to network.**

**10:15 a.m. — “*Restorers: Methods to Utilize Social Media and the Modern Internet Age to Get More Jobs*” by Sonny Ahuja**

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.

*Continued...*

**12 p.m. — Lunch, enjoy a meal with your old friends and industry contacts.**

**1 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. Get ready to see Peter on the phone with agents (a real, live demonstration) and how he maneuvers his way to finding the decision maker!

**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.

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

**2:45 p.m. — “Final Q&A, Implementation Session”**

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 this *Insurance Marketing Strategies* Workshop... final comments, suggestions and planning for your new pathway to excellence!**

**Thank You!**

