



Cincinnati AGENCY ACADEMY



Cincinnati AGENCY ACADEMY Portfolio

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ONLINE



Custom platform offering access to online courses, web-conferences and curriculum

For more information, scan the QR code with your mobile device, or visit cinfinlearn.com

ELEVATE YOUR AGENCY'S SUCCESS

The Cincinnati Insurance Companies developed The Agency Leadership Institute to help your agency evaluate where you are today and your future potential.



TOPICS

- Culture
- Strategic Planning
- Perpetuation
- Valuation

- ✔ Monday evening kickoff followed by one and a half days of engaging interaction. After three months, join us for a return session, spanning a day and a half, to conclude the program.
- ✔ Speakers from Reagan Consulting, Sitkins Group Inc. and Cincinnati leadership
- ✔ Limited number of attendees - all current or future agency leaders - to allow more impactful discussions with peers.
- ✔ Individual consulting sessions to discuss topics specific to your agency
- ✔ Cincinnati Insurance executives lead discussions and network with you

\$5,000 enrollment fee includes your hotel and meals. You will be reimbursed for your enrollment as you complete stages of the program.

“In 2017, I had the opportunity to attend the Cincinnati Agency Leadership Institute. Six years later, I can say that this is one of the best things I have ever done for our agency, and I am still experiencing its lasting impact. If you are looking to grow your agency, improve your EBITDA margin, and develop a succession plan, I highly recommend you attend the Leadership Institute.”

– **Robert Turner**
President, Turner & Associates Insurance



For more information, scan the QR code with your mobile device, or visit cinflearn.com





New Account Representative Program


Our three-month program provides new account representatives with the fundamental insurance knowledge they need to be confident and drive your agency's success. Hosted through a blend of classroom training and virtual learning, we look forward to strengthening your team and helping to develop a clear succession plan to secure your agency's future.



This program begins and ends with a week of classroom events held in various cities across the country to allow you to select a location closest to you. In between those two weeks, your account representative will participate in weekly webinars that introduce and reinforce insurance and customer service knowledge. Your account rep will receive up to nine CE credits for completion of the first classroom session. (CE credit hours may vary by state).

 Class dates and locations will be posted to the site referenced below when available for nomination.

 Tuition includes all materials, lunches, most dinners and hotel accommodations

 If your candidate attends and participates in the full program your agency will receive a \$500 tuition reimbursement.



To learn more about the program or to nominate a candidate, scan the QR code with your mobile device, or visit cinfinlearn.com/narp






New Agent Program

This seven-month program offers new, licensed agents basic insurance knowledge, sales coaching & selling skills to help solicit, write, and maintain commercial accounts.

The ideal candidate would be a newer agent with no more than one year of commercial experience at the start of the session.



This course begins with a month of self-paced learning, followed by a week of classroom events in Cincinnati, Ohio. Your agent will then participate in weekly webinars that introduce and reinforce insurance and sales knowledge along with weekly personal coaching and sales consulting with a Cincinnati Performance Coach focusing on the agent's individual need. After six months, your agent will return for three days to complete the program.

-  Classroom sessions begin in January, April, July and October.
-  Tuition includes all materials, lunches, most dinners, hotel accommodations and coaching fees.
-  An incentive program helps producers recover the cost of tuition by selling Cincinnati products.



To learn more about the program or to nominate a candidate, scan the QR code with your mobile device, or visit cinflearn.com/producer



Future Insurance Professionals Internship Program

The Future Insurance Professional Internship Program (FIPI) will help you more easily attract talented individuals to support your agency's perpetuation plan. Highly motivated, energetic college students who are within one to two years of graduation will benefit from participating in our program, which combines training and work experience. This internship will help your most promising insurance beginners make greater contributions to your agency in the future.



This summer internship is a two-step process:

- 1** Employed interns will join us in Cincinnati full-time at a competitive hourly wage through the three week program.
 - Cincinnati will cover the cost of the intern's hotel stay and provide a weekly food allowance throughout the duration of the program.
 - This program will be held in person at Cincinnati's Headquarters in Fairfield, Ohio.
 - All computer equipment will be provided by Cincinnati Insurance.
- 2** In the second step, your agency employs the intern for the remainder of the summer to apply their skills in your agency.

Sessions include:

- Insurance Basics
- Key Terms of P&C Insurance
- Intro to Underwriting
- Intro to General Liability
- Intro to Property and Inland Marine
- Commercial Lines Underwriter Job Shadow
- Case Studies



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com



Personal Lines Agent School



Become familiar with personal lines products and services including technical information and sales advantages, Cincinnati's underwriting philosophy, homeowner coverages and endorsements, umbrella, watercraft, marine, auto and claims.

Upon completion of this two-day course at Cincinnati's Headquarters, you will be able to:

- identify appropriate coverages for your clients
- understand solutions you can offer that will benefit your clients
- describe the benefits your clients receive when you place their business with Cincinnati

This course qualifies for Continuing Education Credit in most states.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com



Personal Lines Academy Policy Interpretations



In this one-day course, producing and serving agents will learn about Cincinnati Insurance forms, coverages and products in a fun, interactive class. This course will advance your understanding of:

- homeowner coverages and endorsements
- automobile coverages
- personal umbrella
- watercraft
- personal articles

By the end of this one-day course, you will be able to:

- understand the main coverage lines in personal lines
- explain the other coverages that can apply, including personal articles, watercraft and umbrella

This course is held eight times a year in different cities across the country and qualifies for Continuing Education Credit in most states.

- If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com









Private Client Producer School



This two and a half day course at Cincinnati's headquarters advances your sales skills to the next level. Learn to be a consultative insurance and risk management advisor to your clients by expanding your referral network, identifying needs and providing solutions. Fine tune your skills and receive additional tools to feel confident when working with wealthier, more affluent clients who have more complex insurance needs.

Upon completion of this course, you will be able to:

-  understand the opportunity in the marketplace
-  be prepared to differentiate your offering from other agencies and producers
-  understand special exposures associated with high net worth clients
-  ask questions to gather information to create a winning proposal
-  understand the risk management and insurance solutions
-  develop referral sources and prospects

This course does not qualify for Continuing Education Credit.



For more information, scan the QR code with your mobile device
or visit cinfinlearn.com



Advanced Account Representative School

Become familiar with Cincinnati's commercial products and services in a hands-on learning experience where you will work with your peers to underwrite and prepare a policy for submission. With guidance from leaders in our Commercial Lines, Premium Audit, Management Liability & Surety, Learning & Development and Sales departments, this comprehensive course touches on all coverages and classification issues.

Upon completion of this one-day course you will be able to:

- underwrite and correctly classify property, general liability and auto coverages for new business and renewals
- identify many of the coverage advantages of Cincinnati commercial lines products
- prepare a submission and how to access the tools to prepare the submission
- understand differences in CinciPak™, Target Markets and Commercial package policies

This course is held multiple times a year in different cities across the country and qualifies for Continuing Education Credit in most states.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.






For more information, scan the QR code with your mobile device, or visit cinfinlearn.com




Advanced Commercial Lines School

Commercial Lines customer service representatives and agents with at least one year of experience are invited to join us in Cincinnati, to explore technical information and sales advantages for Cincinnati products. Learn more about business income and time elements, excess and surplus lines, EPLI, excess liability, umbrella, inland marine, machinery and equipment, general liability, commercial package programs and target markets.

Upon completion of this two-day course you will be able to:

-  identify the appropriate coverages for your clients
-  recognize the types of commercial business Cincinnati Insurance likes to write
-  describe the benefits of placing your business with Cincinnati Insurance

This course is held in the spring and fall at Cincinnati headquarters and qualifies for Continuing Education Credit in most states.

-  If you must travel more than two hours, Cincinnati Insurance will pay for your overnight room the night before and night of class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com



Contractors Liability Workshop

Risk transfer, adequately insured subcontractors, mold, EIFS/DEFS, Cincinnati's Commercial General Liability rewrite, residential contractors and construction defects are all factors that require increased consideration when evaluating new and renewal contractor accounts. This course addresses all these risks, which affect the potential liability of your contractor clients.

Upon completion of this one-day course you will be able to better serve your contractor customers on issues involving claims, risk transfer, CGL, umbrella coverage and construction defects

This course is held multiple times a year in different cities across the country and qualifies for Continuing Education Credit in most states.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com







Cyber Liability Workshop

In today's ever-changing marketplace, cyber liability coverage is more important than ever to protect businesses against the risk of cyber events.

This course reviews the cyber risks that many of your clients face and the coverages that are available to protect them. We will discuss and give examples of the cyber exposures that most of your clients are exposed to and how we can help you insure these exposures.

Upon completion of this one-day course, you will be able to:

-  Define various types of cyber exposures
-  Identify cyber exposures
-  Review the forms and products available to help protect your clients
-  Describe the anatomy of a breach

This course is held multiple times a year in different cities across the country and qualifies for Continuing Education Credit in most states.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com



Excess & Surplus Lines Seminar

Learn about excess and surplus policies that you can write through Cincinnati Specialty Underwriters. This session goes in-depth with examples and exercises to provide you with a better understanding of our E&S products and how CSU can help you write this business profitably.

Upon completion of this one-day course our E&S insurance experts will increase your understanding of:

-  severity driven risks
-  professional liability and its differences from general liability
-  emerging markets
-  product liability
-  how to write profitable accounts

Only Cincinnati Insurance offers exclusive representation, a 15% commission and a credit for your CSU production that's included in your profit-sharing calculation.

This course is held multiple times a year in different cities across the country and qualifies for Continuing Education Credit in most states.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.






For more information, scan the QR code with your mobile device, or visit cinfinlearn.com



Management Liability School for Agents

Cincinnati Insurance is committed to helping you grow your business. Management Liability products are a fantastic way to round out your existing accounts and expand your growth with new business. Join us for our day-and-a-half long Management Liability School to learn more.

Upon completion of this course you will be able to:

-  have a better understanding of Management Liability products
-  know how to round out your existing accounts
-  be able to expand your growth with new business

This course is held in the spring and fall at Cincinnati Headquarters and qualifies for Continuing Education Credit in most states.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com








Surety School for Account Representatives

This course enhances your expertise as an account representative by providing in-depth information on surety basics including both contract and commercial surety. Emphasis is placed on understanding the underwriting process, basic understanding of financial statements and work-in-progress reports, bond forms, rating and classification of contractors and an overview of commercial surety.

Upon completion of this one-day course you will be able to:

-  answer bond questions proficiently
-  set up a submission
-  understand the information needed for an underwriter to make an informed decision

This course is held multiple times a year in different cities across the country and qualifies for Continuing Education Credit in most states.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com







Surety School for Agents

This in-depth program helps insurance producers learn about the business of surety and enhance your expertise through the perspective of our surety underwriters.

Please note this two-day school is by invitation only. To learn more about the program, please contact your Surety Field Representative.

Upon completion of this course you will be able to:

-  identify key attributes of a good surety account
-  conduct meaningful surety conversations with your clients

This course is held in the spring and fall at Cincinnati Headquarters and qualifies for Continuing Education Credit in most states.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com





Mastery Sales Program

Presented by Larry Linne with Incite Performance Group



This six-month tuition-based program will begin with a day and a half in person session, five monthly group coaching sessions, and end with a day and a half in person session. At the end of this program, you will:

- increase confidence and raise expectations of what is possible
- learn new behaviors
- gain a sense of competitiveness
- have a plan to follow
- learn items to focus on for the future to increase sales
- learn to have higher conversion and closing ratio, as well as increase annual sales results



The Ideal Candidate for This Program:

- Must have 3+ years' experience as a commercial producer
- Must be validated: defined by paying for themselves due to revenue generated vs income.
- Proven Initiation of success: has written at least \$200K of new business revenue where they generated the opportunity (vs book given)
- Has a total \$500K (revenue) book of business

Session 1 – in person

Join us in Cincinnati for a day and a half in-person experience

Five virtual monthly coaching sessions

Every third Thursday of the month

Session 2 – in person

Return to Cincinnati for the conclusion of the program in a day and a half in-person experience.

- Class size is limited and by invitation
- \$1,600 tuition is due upon receipt of registration
- Agent will receive a 50% reimbursement upon completion of the program
- If you are interested in attending, please reach out to your field marketing representative

This course does **not** qualify for Continuing Education Credit.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com



ProFit Sales Training

Presented by Brent Kelly with Sitkins Group Inc.

This four-month tuition-based program begins and ends with virtual sessions, inviting agents to Cincinnati at the half-way point for a day-and-a-half immersive workshop.



At the end of this program, you will:

- develop sales skills to spend 80% of time in sales related activities
- build to and manage ten appointments per week
- begin replicating vital clients
- learn to have overflowing pipelines
- embrace the mindset needed to become the best version of yourself

The ideal candidate for this program:

- Has 3+ years of sales experience
- Is looking to break a plateau
- Wants to increase productivity and efficiency
- Aspires to differentiate themselves from other agents

This course does **not** qualify for Continuing Education Credit.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com







The Great Escape

Presented by Scott Addis with Beyond Insurance

Commoditization is a disease that eats away at one's knowledge, wisdom and professionalism. It is so cruel and debilitating that it strips away the value proposition of even the most seasoned professional. The Great Escape is a powerful, timely and engaging program which will give you essential strategies to escape the Commodity Trap.



Upon completion of this course you will be able to:

-  escape the commodity trap and establish yourself as a trusted advisor
-  develop value-added services to differentiate yourself from your competitors
-  articulate your value proposition and how you are uniquely qualified to help the consumer
-  create a culture of creativity and innovation

This course is held in the spring and fall at our Headquarters in Fairfield, Ohio.
This program does not qualify for Continuing Education Credit.



If you must travel more than two hours to get to this meeting site, Cincinnati Insurance will pay for your overnight room the night before class.



For more information, scan the QR code with your mobile device, or visit cinfinlearn.com