

20
16Jewelers Mutual®
INSURANCE COMPANY
— SINCE 1913 —SESSION
DESCRIPTIONSNATIONAL SALES CONFERENCE
COMMITMENT
— TO —
20 Winning 16
LAMBEAU FIELD
MAY 10-12

TUESDAY AFTERNOON

Personal Lines Playbook

We will dedicate today's session to learning the ins and outs of Jewelers Mutual's Personal Lines product, strategy, and role in our company's overarching business model. The knowledge and tools shared will help us devise a more comprehensive game plan that helps your agency perform like a true champion.

Overview of the PL Product

This session will provide an overview of the Personal Lines product, the product's advantages over other alternatives for consumers, and how claims work.

Role of PL in the JM Business Model

We will discuss JM's systemic business model that relies equally on, and integrates, the performance of Commercial Lines and Personal Lines. This discussion will include elaboration on specifically how your promotion of the Personal Lines product to jewelers can help your agency increase new business, enhance retention, and generate additional revenue.

Overview of Jeweler Programs

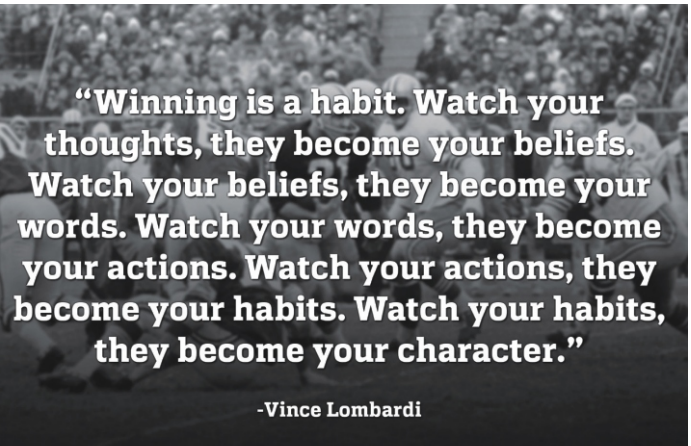
A contemporary premise of business-to-business sales and marketing advises that, by helping your business clients attract their customers, retain their customers, and operate a more profitable enterprise, you enhance the loyalty of your business customer to you, regardless of the specific business product or service you offer. This session focuses on how you can improve your agency business by showing jewelers how to use the Jeweler's Cut program to garner repeat business for their jewelry store, upsell, retain customers, and generate additional revenue.

Training Exercises

There's a reason why football players hit the weights, run the sprints, push the sleds, and suit up to rush, pass, block, tackle, and really break a sweat. Achieving excellence requires practice. In this session, we'll run through some training exercises of our own to improve your ability to enroll jewelers in the Personal Lines programs and keep the jewelers active.

Agent compensation for jeweler programs

Winning offers more than bragging rights; it brings additional compensation. There is a reason why professional football players' contracts have provisions for extra compensation when their teams win and advance: it is an important means of motivation, beyond just the gratification and prestige of winning. This session explains how Jewelers Mutual rewards agents who are successful at enrolling and engaging jewelers to participate in our Personal Lines programs.



“Winning is a habit. Watch your thoughts, they become your beliefs. Watch your beliefs, they become your words. Watch your words, they become your actions. Watch your actions, they become your habits. Watch your habits, they become your character.”

-Vince Lombardi

WEDNESDAY GAME DAY!

Be prepared to take the field and play hard. Today will be all about sales — information, motivation, tips, tools, and techniques to help you score big for your agency.

Taking Command, Setting the Tone

A great football team comes out strong and takes control of the field, setting the tone for the rest of the game. **Rob Davis, director of player engagement for the Green Bay Packers, will help us establish the right rhythm for a successful day.** After playing as the Packers' long snapper for 11 years, the Packers organization appointed Davis to his director role, a position he has held for the past eight years. Throughout his career, Rob has learned a thing or two about putting together winning teams and giving them the tools, support structure, inspiration, and leadership that they need to win.

Moving Downfield

A key to a successful offensive drive is to call the right plays at the right time. We have to look at the good play-calling that got us to this point, and then build on that success to push the ball into the end zone. **President and CEO Scott Murphy will discuss JM's continued success and how he envisions the game playing out as we move forward as a team.** The end zone represents ongoing success and prosperity for JM and you as we continue to stay several steps ahead of our competition.

Building a Winning Culture

Some call it chemistry. Some call it focus, drive, or even destiny. What is that special something that winning teams have that sets them apart? **Jewelers Mutual Vice President of Sales Mark Devereaux examines the factors that define the new sales culture at Jewelers Mutual.** What can you do to further develop it in working with your JM team and your agency team?

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WEDNESDAY (CONTINUED)

Panel Sessions

Playing their game ... or ours?

It's a classic mistake — letting your opponents lure you into playing their game on their terms. That's what can happen when Jewelers Mutual and our agents fall into the trap of selling solely on price instead of overall value. **The panel will discuss using the Member Benefits Statement to paint a picture of total value for your prospects and policyholders, and to overcome price-focused objections.**

Making them believe

Some of the greatest victories on the field come about only because everyone on the team believed it could be done. As a Jewelers Mutual agent presented with the new Personal Lines Agent Incentive Program, you have a considerable stake in whether your jeweler clients believe. Your opportunity to earn extra compensation relies on their faithful execution of JM programs aimed at making the jewelers' customers aware of the option to protect their purchases with JM's personal jewelry insurance. **Do you appreciate the full potential of what's in it for you? Have you shown the jewelers what's in it for them? Can you make your jewelers believe?**

Drills:

Have you ever attended an NFL team's training camp? In addition to physical conditioning and scrimmages, the team's players prepare by running drills, each focusing on reinforcing a particular skill. We have some drills of our own with specific take-aways that are designed to help you hone specific skills to advance your agency's success. You get to select any three of the following drills in which to participate.



1 Drill: Exploit matchups

A key to winning is knowing how your strengths and weaknesses stack up against the opposition. Is that fleet-footed wide receiver of yours matched up against the other team's rookie cornerback who is still figuring out the coverages? Throw the football to him. Now, what about Jewelers Mutual's coverages vis à vis the competition? In this drill, **we'll compare and contrast coverages — noting advantages, pitfalls, and myths — looking for the best opportunities on which to capitalize.**

2 Drill: Call the right plays, in the right sequence

A collection of good running and passing plays thrown into a bucket does not constitute a sound game plan. Winning teams know the right sequence in which to run, pass, and sprinkle in some razzle-dazzle to reach the end zone. **This drill session will explore the steps and sequence to follow when identifying and pursuing business leads.**

3 Drill: Make sure you have a deep bench

A deep bench — that is, the right complement of skills on the team, including ample talent to back up your stars when they're knocked out of the game — is a hallmark of a winning team. Does your agency have not only great "starters" in specialized roles but also the deep bench or cross-training necessary to spot each other? **Learn more about the talent mix that makes for a great agency, and how to maximize the potential of your team.**

4 Drill: Play with heart

The game is about much more than just physical and mental ability. **This drill will focus on emotional intelligence — the heart of the matter — seeking to understand your personality type, the personalities of others, and how personalities interrelate.** Use this knowledge to help you run a better agency and to relate even more closely with your clients. (Participation in this session requires completion of a very brief and anonymous assessment before attending the conference. We will follow up by sending you the assessment assignment after you have registered for this drill.)

5 Drill: Use adversity to inspire

How many times have you heard a football coach or player talk about the ability to overcome adversity as an essential contributor to the team's winning ways? **Together, Jewelers Mutual and our agents can use the adversities that often confront jewelers, and the insurance claims that result, as a way to attract, retain, and upsell business.** Claims sell insurance. Find out how.

6 Drill: Communicate to win

Aren't those parabolic microphones great? They capture the sound from the playing field and show us that playing football at the pro level involves a whole lot of chatter. You have to communicate to win. In today's business world, that means leveraging the power of social media. **Learn how to take a scaled approach to using social media to market and sell you and your agency's services — without letting social-media work overtake your business!** You'll want to share some tips with your jeweler clients, too, along with our related security precautions for safe social media usage.

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Rallying Your Team and Changing the Game

A new play, a new approach, a new skill — using these “game changers” can put you on the path to victory. **In this session we’ll embrace the new rule, “Always be helping,” as a precondition to the old adage, “Always be closing.”** The rules of the game in sales and marketing continue to evolve and change, and building lasting relationships is more important than ever before. Seize opportunities and make them game changers for your agency.

Rushing Through the Red Zone

When the game is tight and another touchdown is needed, a championship team will draw on everything it has learned and done throughout the game to mount a final, victorious drive. **Rob Davis of the Green Bay Packers organization will join us again to sum up the game so far, highlight the importance of CULTURE, and call some additional plays that can push you into the end zone.**

THURSDAY MORNING

Commercial Lines Playbook

Together, Jewelers Mutual and agents are going on the offensive, pushing hard to score touchdowns on every drive. Let’s be ready and pumped to take the field!

Scrimmage

The best quarterbacks are those who “know the field.” They can read the defense and spot opportunities. They know their own team’s strengths and weaknesses. They come in with a game plan, but can call audibles to change their approach in response to new information. In this session, you are the quarterback. Be prepared to explore real-life examples with real plays and players. The playing field at right identifies some of the resources, tools, and techniques you can use to propel your agency to a big win!

Passing drill: Agents, fire your questions!

We want you to be equipped to put the right players on the field for the right game situations. Come prepared to discuss situations where we can help you call the right plays and enlist the right players to project unparalleled value and land accounts!

The Victory Formation

This may be the close of National Sales Conference 2016, but it is the beginning of the next game, the next set of plays, the next adventures for Jewelers Mutual and our valued agents.

