

Register Now! An Agency Growth Strategies Session Is Scheduled on April 18



The Agency Academy is excited to announce an upcoming session on Agency Growth Strategies, and registration is now open. The Agency Academy offers learning and development opportunities that aim to support your agency in the sales process, strengthen client relationships, and improve customer satisfaction.

The goal of every business is to grow, and sustainable growth requires intentional focus, planning, and execution. This course will help participants identify and create strategies for gaining new business, keeping existing business, and earning client referrals. This course will focus on the following:

- Understanding and setting growth goals
- Identifying and understanding elements of new business marketing strategies
- Creating a new business marketing strategy
- Understanding the value of retention and referral strategies
- Defining and creating cross-selling systems

One in-person session is currently scheduled as follows:

- Tuesday, April 18, 2023 | 9 a.m. – 4:30 p.m. EST (lunch provided)

Frankenmuth Insurance, 1 Mutual Avenue, Frankenmuth, Michigan

Deadline to register is Thursday, April 6, 2023.

NOTE: This session does not include continuing education credits.

Please plan to join us! Spots are limited and these sessions tend to fill quickly, so don't wait to register. Email agencyacademy@fmins.com to reserve your spot today.