



Personal Umbrella Seminar



Value added Advising from Product to Solution

CEC's: 2 General ICM

**Wednesday
January 14, 2015**

\$125.00

(GST Included)

1:30pm – 3:30pm

**IBAM Office
600-1445 Portage Ave**

Presenter: Mario Fiorino, B.A, LL.B, M. ED is a Senior Counsel for the Insurance Bureau of Canada. As an author, educator, lawyer and former education manager for the Insurance Brokers Association of Ontario, Mario brings a unique perspective to the current challenges confronting all insurance professionals.

Program Objectives: How do brokers move a personal umbrella liability policy from product to implemented risk management solution? Historically frontline brokers have found it extremely difficult to sell personal umbrella policies. This program provides brokers with the confidence to sell the policy from a proactive solution focused perspective. Participants will learn a proven strategy to persuade clients of the urgency of implementing the personal umbrella policy as a risk management solution.

The Personal Umbrella Policy – From Product to Implemented Solution:

- Creating a sense of urgency as to why the policy is required
- Displacing client liability complacency through the use of contemporary case studies
- How to connect liability trends with the clients exposures
- Building the persuasive case for the personal umbrella policy

Positing the Personal Umbrella Solution:

- How to differentiate the policy to create value added counseling
- How to connect liability trends, client exposures and policy wordings
- How to move the personal umbrella policy from another product to an implemented individualized value added risk management solution.

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PLEASE NOTE: If you are not notified before the seminar begins, assume that your registration is confirmed and that the seminar will begin as scheduled. Keep a copy of this registration as a reminder.

Send applications to: **Mail:** IBAM, 600-1445 Portage Ave, Winnipeg, Manitoba, R3G 3P4
Email: katrinahueging@ibam.mb.ca **Fax:** 204-489-0316

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A \$20.00 administration fee applies to all returned cheques.*

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