

The Leadership Opportunity: Grow Your Business in Uncertain Times

Jenn Walsh, GenuineShift

CTHE COUNCIL



6 milestones of a 30-year career in 60 seconds



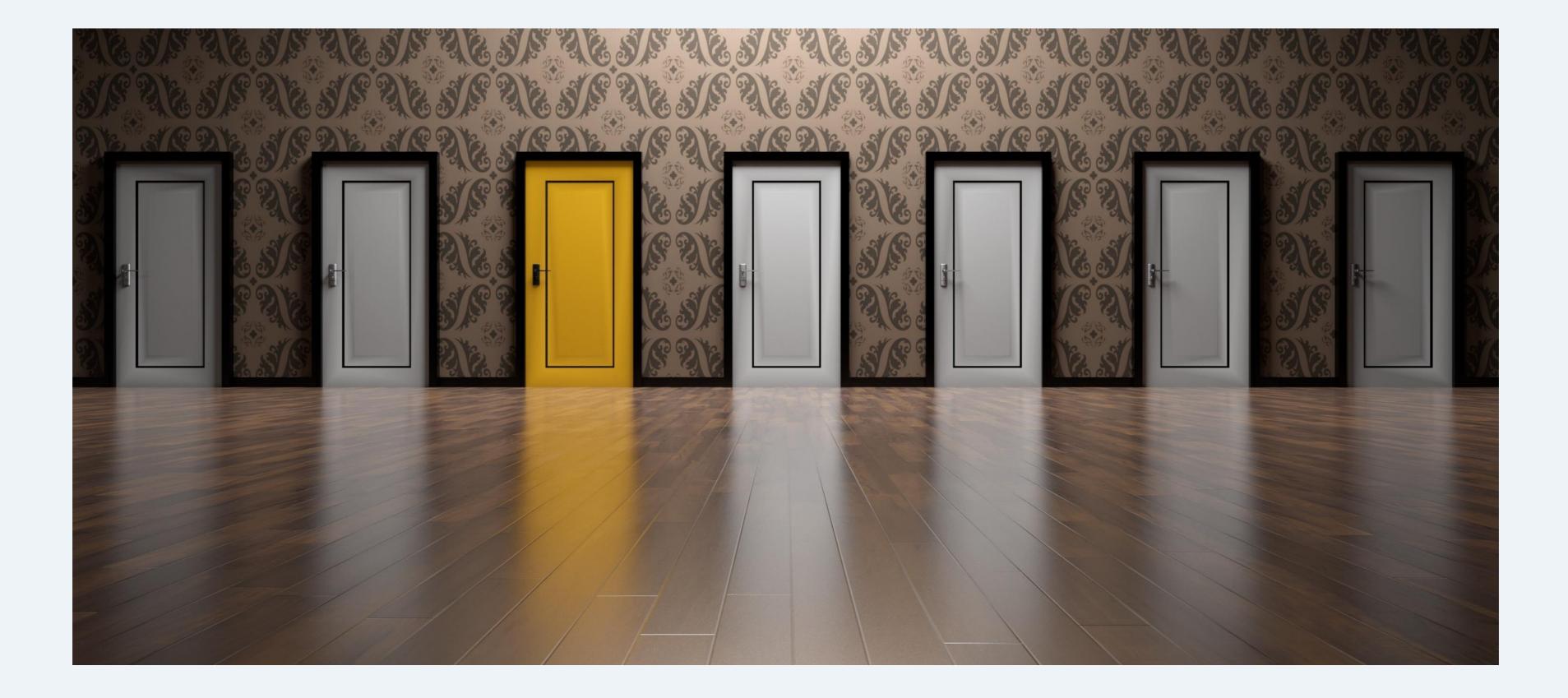




BROKERS & CARRIER PARTNERS HELPING YOU GROW AND MINIMIZE STRESS

(with candor and a dose of humor 🎉)





Choices & Distractions



Why are you here?

You're an Insurance Executive who has accepted this fact:

The business cycle continues as we shelter-in-place, return to "normal" and navigate the Coronacoaster

Coronacoaster

n. The feeling of uncertainty, anxiety, and helplessness surveying news and information 19.



concerning humankind's possible demise from covid-

OPTION 01

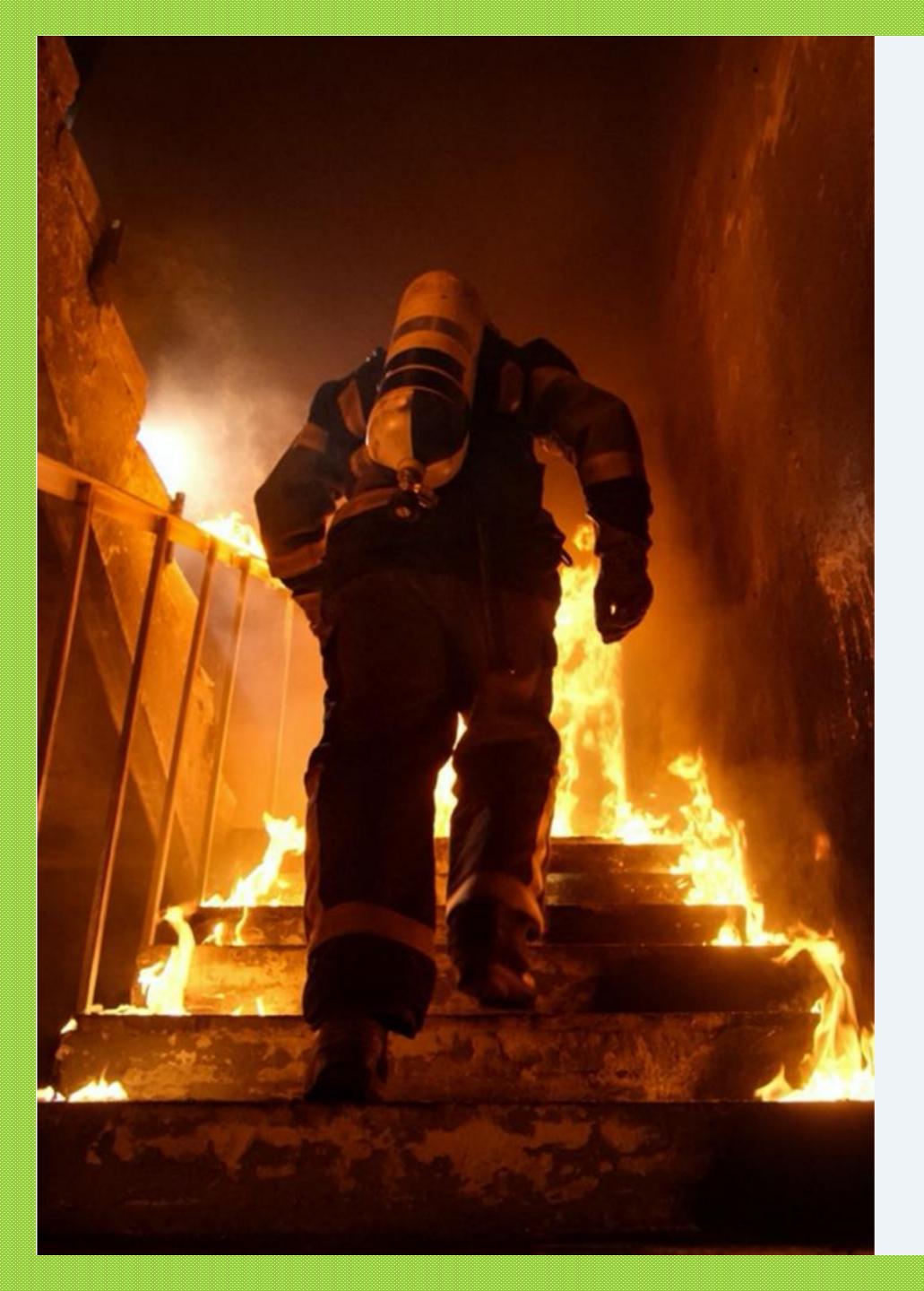
Frustrated

Passive - the acceptance of something undesirable but inevitable; voyeur

OPTION 02

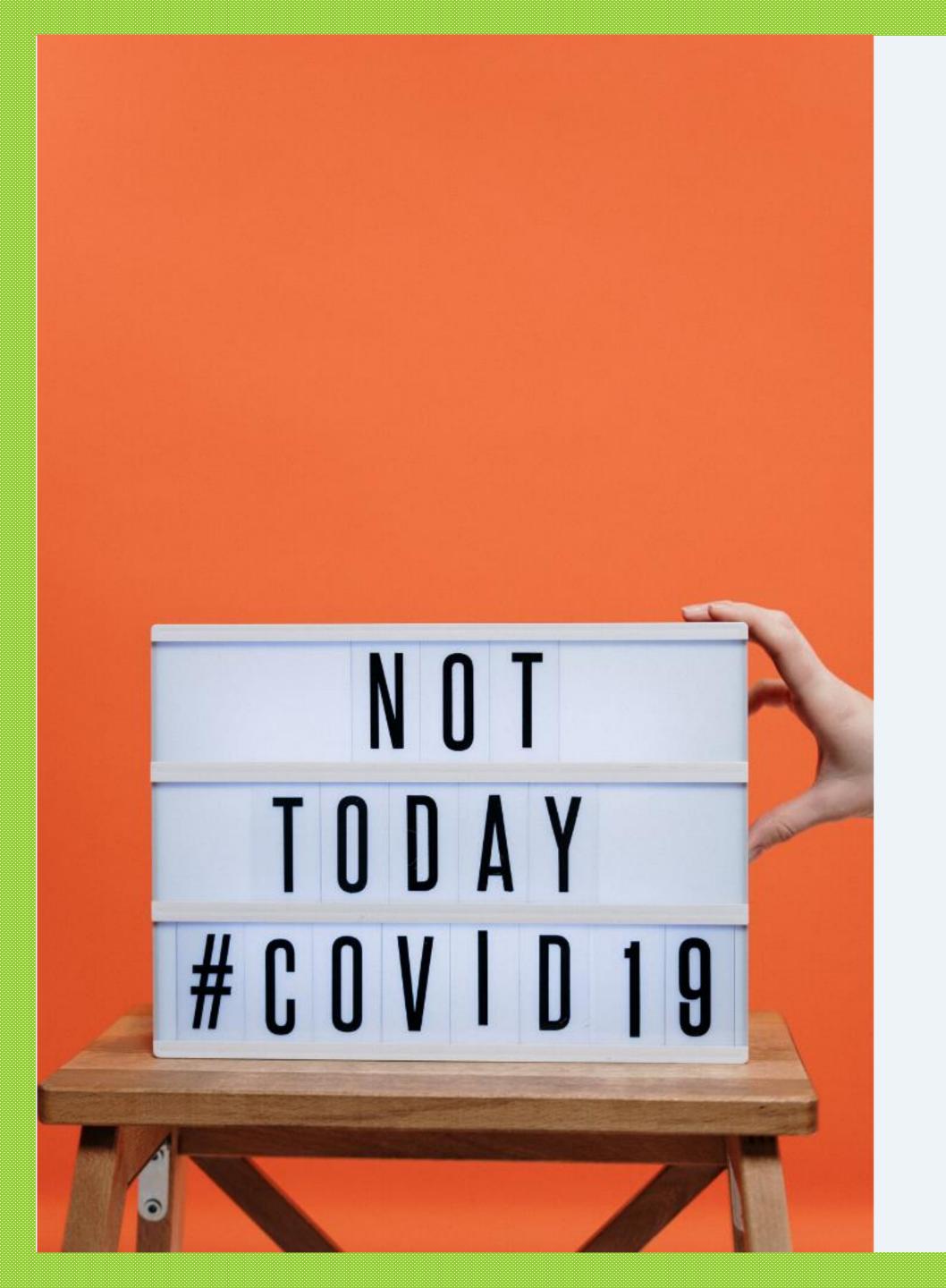
Empowered

Enterprising - showing initiative and resourcefulness; open eyes & mind



An important reminder

The firefighting practice leader



Shelter-in-place can't be your mindset

An important reminder

THE PRODUCER OPPORTUNITY: SELLING VIRTUALLY IN OUR NEW ENVIRONMENT

- Deals are getting done
- People are people and don't care where they fit in your pipeline
- Be intentional and measure results
 - SIP worksheets including Technical Training for new(er) producers
- Virtual pipeline development:
 - Experiment A/B test with copy and format (text, video, • email or social media)
 - Repurpose content for different audiences Clients hire you to be led to a solution

THE PRODUCER OPPORTUNITY: SELLING VIRTUALLY IN OUR NEW ENVIRONMENT

- Invest & Rehearse
 - Nail the introduction
 - Rename yourself
 - and service clients virtually (yet)
- Broker selection case study
 - How one firm created contrast to win virtually

Zoom fatigue doesn't guarantee that your team can sell



Accountability



Producer Development (new & legacy)



Confidence: Training & Development





What are you building?



Do you have the plans & resources to finish on time?



- Organizational (*investment & authority*)
- Data integrity (source, platform & frequency)
- Productivity myths (*cubes & capacity*)
- Reward structure
- Job descriptions (real ones)

People say I'm intense. But my firm has asked me to take care of \$1.5 million and I take that seriously

I'm happy that the firm wants to invest in me

I'm "ready" for this I don't feel successful in either role, AE or Manager

Nobody is telling me to stop

I love myself enough that I won't burn out

a cagree





Accountable for more/less of _____, specifically?



- 100% of Producers need help
- Expectations of "real" salespeople ...
- Content: Create or Leverage
- Alert: Firefighting Leaders



- Shift in apprenticeship model
- Specialist vs. Generalist

What are your Producers selling?



IF YOUR PROSPECT CAN'T RATIONALIZE WHY TO HIRE YOU, THEY WON'T.



4 Real Estate Agency Advertisements

The finest real estate agents in San Francisco, The Peninsula and Beyond.

Make your real estate moment matter.

With the top agents in the industry, garnering the highest sales price is what we do.

Fine homes, fine neighborhoods.

Enjoy custom listing presentations to fit your needs.

Discover how we're empowering agents everywhere.

A new direction in real estate.

1 Real Estate Agency Advertisement

Memorable Presentation Skills Matter. We have a private plane to take out-of-town buyers on a customized aerial tour of the Bay Area.

Expertise Matters.

We provide real estate attorney to answer legal & tax questions and review all disclosures at no additional charge.

Integrity Matters.

We don't take commission or other payment from both sides of a transaction to avoid conflicts of interest.

Resources Matter.

We provide more marketing for each listing than any other broker, including 12-32 page home brochures, radio ads, Chinese and Indian newspaper ads and paid online ads. No one else even comes close.

Collaboration & Specialization Matters. We provide all sellers with access to an interior designer, handyman, photographer, dedicated Mandarin-speaking marketing specialists. These are all full time employees and help at no extra charge.

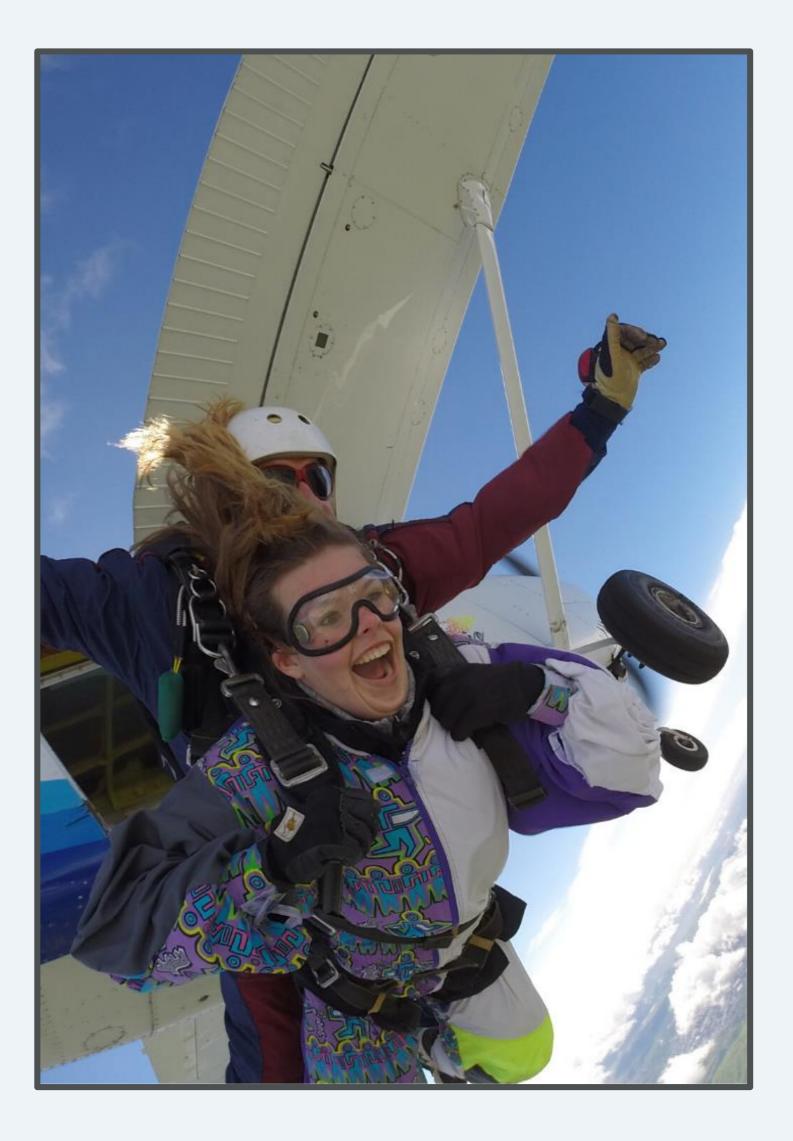






Text "CIAB" to

(855) 539-9232



"You don't draw courage from within, you draw it from the parachute."

- Simon Sinek



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Enable teams for success

- ReSource Pro, Patra, or your centralized service team center
- General Agents or Wholesalers
- Delegation: Prialto
- Tools: Zubtitle, Calendly & Canva

Tangible training & tools

- Lights, mics & backdrops
- Define mentor/coach roles
- LinkedIn: Profile, Video, Recommendations
- PowerPoint Presenter Coach
- Rehearse with teams

What's your one thing?



Text "CIAB" to me



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Do this anytime, even if you are watching the replay.

GENUINE SHIFT THANK YOU

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