

# IBAM EDUCATION SESSION

## Sales? Service? Clients Want Both!

CEC's: 3 General ICM



Seating is Limited!  
Register now!

**\$94.50**  
(GST Included)

Wednesday

**March 16, 2011**

**Winnipeg**

8:30am – 12:00pm  
Centro Caboto Centre  
1055 Wilkes Ave.

**Presenter: Judy McCuskee** entered the insurance industry as an Accounting Clerk on graduation from university and worked at S.G.I. for nine years in positions ranging from Supervisor of Reinsurance to Director of Technical Underwriting and Assistant to the President. She was responsible for statistical analysis and rating, policy wording development, loss prevention, and development of solvency standards for the corporation's reinsurers. These positions gave her contacts in national and international insurance markets as well as experience in sensitive negotiations, governmental operations, and management. In mid-1983, Judy joined a partner to form ISI Insurance Services Inc. and from the ground up they created a thriving insurance brokerage with two branches. In addition to brokerage management, Judy continued to work with detailed risk analysis and the development of innovative coverages for all sizes of commercial and personal insurance clients, often with wordings tailored to the client, as well as occasional consulting work for insurance companies outside Saskatchewan.

**People in our industry are often so busy providing client service that they don't have time to sell. This seminar shows brokers how to achieve insurance sales through the right type of service and customer education. Many staff who do not consider themselves adept at "sales" are wonderful insurance producers. Some of the key points to be covered are communicating with clients, evaluating the client's insurance needs, offering options and enhanced coverages, and providing extra value in every contact with the client. Brokerage owners and managers who are seeking help in how to train staff in sales or service will also find this session valuable.**

NAME: \_\_\_\_\_

BROKERAGE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

POSTAL CODE: \_\_\_\_\_ PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Non-members add \$47.25 per seminar. May be applied to membership dues within 1 year. Fees include a non-refundable amount of \$20.00. No REFUND if cancellation within 7 days of seminar, or if a "No Show". Admittance by Pre-Registration only.

Method of payment: Cheque, Visa or MasterCard      Please find my cheque enclosed for the amount of \$ \_\_\_\_\_

Credit Card Information: \_\_\_\_\_ exp. \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**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.

All applications are processed on a first-come, first-served basis as payment is received.  
All seminars are subject to minimum attendance requirements.  
A \$20.00 administration fee applies on all returned cheques.

SEND YOUR REGISTRATION FORM WITH CREDIT INFO TO (204) 489-0316 OR MAIL YOUR CHEQUE TO:  
**I.B.A.M. - 205-530 Kenaston Blvd, Winnipeg, MB R3N 1Z4**