



COMPETITIVE ADVANTAGE PROGRAM

The Competitive Advantage Program (CAP) was developed to help carrier representatives, wholesalers and other solution providers serving the retail insurance broking community distinguish themselves against competitors still singing the same old song about price, product, and merits of their company. We show representatives how to identify high potential relationships, engage their existing broker partners with more substantive and productive discussions, and how to position their services and products in alignment with a brokerage's enterprise level objectives as a true business partner.

ELEVATE THE CONVERSATION

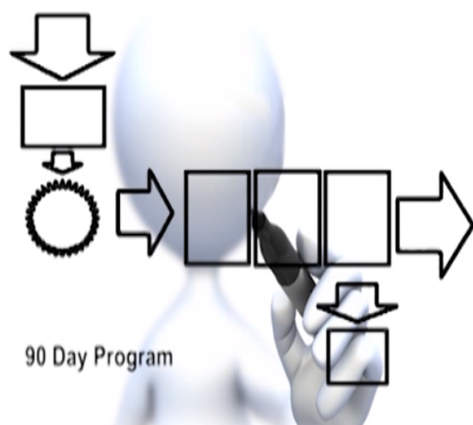
The old song of 'price...product...company' no longer resonates within the retail insurance broking community. Carrier representatives must now demonstrate how their company's products and services can meet the enterprise level objectives that are priorities for the retail insurance broking community. Our program will show you how.....



Why this is different – and why it works!

This is not general sales theory provided by individuals with no experience in the insurance industry and offered up in the newest shiny box! Our programs are constructed by professionals with top sales and leadership accomplishments within the retail insurance broking community and incorporate many 'tricks of the trade' that other programs miss.

We provide the first 'inside out' view of the different roles and operational segments within the retail insurance broking sector that will show representatives specifically how they can develop more business within the retail insurance broking community.



What results can I expect?

87% of graduates report they are better equipped for discussions with brokerage leaders and practice leads about strategic initiatives featuring their products and services. 92% report they are better prepared to work with larger brokers developing 'up-market' accounts.

94% report the program helped them identify additional opportunities with their current broker partners resulting in an additional 30%-50% increase in new business opportunities.



What participants have said about this program

"I wish I had a training course like this when I first started in the business. Program provides great insight and tools to change the conversation with my broker partners..." – LE, Portland OR

"I think the program was great insight into the economics of insurance agencies. It helped me tailor my message to the leaders of these organizations in order to show our value..." – BN, San Francisco CA

"I believe the program gave valuable insights to the broker/consultants view of the industry. This will be valuable in creating a strong partnership with them..." – EC, Dallas TX

"This program did a great job of providing insight and ideas for our sales members to succeed in ways we had never thought of trying before..." – JT, St. Louis MO



**Contact us at: info@rainmakeradvisory.com
for a demo of this innovative program!**

Places our work has been featured



Rainmaker Advisory LLC is a results oriented sales and operations consulting firm specializing in the retail insurance broking sector. Founded in 2008, Rainmaker has relationships with over 7800 insurance agencies and brokerages and maintains a subscriber list in excess of 17,000 insurance professionals nationwide. With offices in Oregon, California, New York, and New Hampshire, Rainmaker Advisory LLC is a leading provider of the tools, resources, training programs, and vendor partners necessary for successfully growing retail insurance broking organizations on a sustainable basis.

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