

BUILD YOUR CONFIDENCE AS A COMMERCIAL LINES PRODUCER

A custom learning path to navigate your way toward a thriving career.



THE COMMERCIAL LINES PRODUCER

COMMERCIAL LINES PRODUCERS sell insurance and present risk management solutions to new and current commercial clients. They identify and pre-qualify clients to provide leads for additional business, sometimes focusing on specialized niche markets or localized geographical areas. The Producer contacts prospective clients and explains the features and benefits of policies. They recommend amount and type of coverage based on analysis of the prospect's circumstances. Persuasive sales skills are vital for Commercial Lines Producers.



INTRO LEVEL

PARTICIPANTS WHO COMPLETE INTRO COURSES HAVE A **70% HIGHER FUTURE EXAM PASS RATIO**

INTRO TO PROPERTY & CASUALTY INSURANCE

Foundational insurance concepts, principles, and liability basics with a focus on property and casualty.

intro series

INTRO TO COMMERCIAL PROPERTY

Concepts for insuring businesses and personal property including causes of loss and endorsements.

intro series

INTRO TO COMMERCIAL CASUALTY

Analysis of the Business Auto Policy and Commercial General Liability Policy to increase understanding of basics for insuring business liability exposures.

intro series

INTRO TO COMMERCIAL MISC. EXPOSURES & COVERAGES

Important commercial coverage information for Inland and Ocean Marine, Equipment Breakdown, and Commercial Crime.

intro series

INTERMEDIATE LEVEL

COMMERCIAL CASUALTY I

Focus on the Essentials of Legal Liability, Commercial General Liability, and Additional Insureds.



COMMERCIAL CASUALTY II

Focus on Business Auto Exposures and Coverages, Workers Compensation, Employer Liability Insurance Policy, Commercial Umbrella and Excess Liability Policies.



AGENCY OPERATIONS

Insurance organization dynamics and functions for both agency and company personnel.



INSURING COMMERCIAL PROPERTY

Fundamentals of Commercial Property Insurance, Building and Personal Property Coverage Form, Causes of Loss Form, Basics of Time Element Insurance, and Basics of Commercial Inland Marine Insurance.



ELEMENTS OF RISK MANAGEMENT

Five crucial steps of the Risk Management process: Identification, Analysis, Control, Financing, and Administration.



EARNED THE CISR DESIGNATION

ADVANCED LEVEL

89% OF PARTICIPANTS WHO COMPLETE CIC & CPRM COURSES SAID THAT THE COURSE WILL IMPROVE THEIR JOB PERFORMANCE

COMMERCIAL CASUALTY

Become familiar with current, practical policy knowledge and learn how to apply the limits of insurance and recommend appropriate endorsements.



COMMERCIAL PROPERTY

Learn the latest trends in commercial property insurance and innovative ways to maximize coverages with up-to-the-minute forms.



COMMERCIAL MULTILINE

Learn how to help commercial clients navigate critical issues, such as cyberthreats and crime from both property and casualty perspectives.



AGENCY MANAGEMENT

Learn the fundamentals of strategic planning within and agency and learn what actions are needed to achieve growth.



COMPANY OPERATIONS

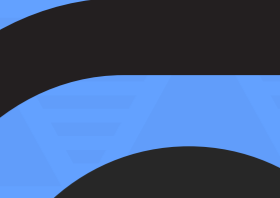
Learn how you can apply advanced executive strategies to improve business functions and promote company success.



EARNED THE CIC DESIGNATION

PRINCIPLES OF RISK MANAGEMENT

Risk management essentials that give you the tools to properly identify exposures.



CONTROL OF RISK

Risk control techniques—safety, alternative dispute resolution, employment practices liability, and crisis management.



FINANCING OF RISK

Compare risk financing options that can solve the various needs of an organization based on its risk-taking appetite and ability.



ANALYSIS OF RISK

How to use risk data to analyze the frequency and severity of losses, the potential for future losses, and cost-benefits of control solutions.



PRACTICE OF RISK MANAGEMENT

This course consolidates what you have learned in other CRM courses. For this reason, it is suggested that you take this course last. This course also helps you tackle the daily managerial and organizational requirements of risk managers and consultants.



EARNED THE CRM DESIGNATION



4 INTRO SERIES CERTIFICATES



CISR DESIGNATION DIPLOMA & PIN



CIC DESIGNATION DIPLOMA & PIN



CRM DESIGNATION DIPLOMA & PIN



INDUSTRY AVERAGE
ANNUAL COMPENSATION
\$70K
BOOK OF BUSINESS SIZE
\$208K

AVERAGE DESIGNATED CL PRODUCERS
ANNUAL COMPENSATION
\$108K-\$225K
BOOK OF BUSINESS SIZE
\$300K-\$630K

TOP DESIGNATED CL PRODUCERS
ANNUAL COMPENSATION
\$225K-\$520K
BOOK OF BUSINESS SIZE
\$800K-\$2M

COMPREHENSIVE LEARNING

DYNAMICS OF SELLING
INDUSTRY SPECIFIC SALES TRAINING COURSES

PROFocus series
HIGH-LEVEL INSURANCE AND RISK EDUCATION TOPICS

WILLIAM T. HOLD SEMINARS
40+ ESSENTIAL, SPECIALTY, AND ADVANCED TOPICS

*All evaluation numbers are based on total evaluations received from participants during 11/2019 - 10/14/2019
**All Compensation And Production numbers are based on 2016 Edition of the Producer Profile