

THE WORKCOMP WORKSHOP™ 2 DAY CURRICULUM CONTENT

Session #	Title	Goals & Objectives
1	Welcome and Overview	Provide an overview of the challenges facing agents, and strategies to overcome barriers and achieve success.
2	The Disruptive Selling Process™	Introduce the Disruptive Selling Process™ which will assist you to, reposition the conversation and take control of the sales process, demonstrate a more effective insurance-buying process focused on agent selection instead of market selection, differentiate and avoid the “Commodity Trap” by leading prospects through a process where they can discover risks and threats to their business that are not on their radar screen.
3	Understanding Experience Rating and Experience Modification Factors	In this Module participants will gain a better understanding and greater ability to leverage the Experience Mod in the sales process. In addition, participants will gain awareness about how the Mod is used as a “Bid/Supplier Qualifier;” how to “manage” the Mod and verify it for accuracy, and understanding the eroding influence of the Experience Mod on pricing.
4	The P3 Premium Audit Process	Participants will learn how to properly teach an employer how to Prepare, Package and Present the Premium Audit to an Auditor as well as how to leverage this capability in the sales process either for fee or as part of the services they offer to prospective clients.
5	The PSP Process for Managing Injuries	Participants will learn the Primary and Secondary strategies necessary to reduce the number, cost and duration of employee injuries as well as how to leverage this knowledge in the sales process.
6	Additional Levels of Learning	Participants will learn how to successfully assess employers’ exposure to: Federal Workers’ Compensation Acts; Multijurisdictional risks, Prevailing Wage, Temporary Labor, Employers Liability, and Employee Leasing.
7	Benefits Triangulation	Participants will learn why many employers are at risk when proper coordination of WC & ADA, COBRA, and FMLA does not occur. Participants will learn how to assess a client’ s potential exposure as well as how to address this critical issue.

FACILITATION: The WorkComp WorkShop™ training program is offered to members either at one of our (2) day public workshops or can be customized to be facilitated on-site at their agency.

NOTE: Participants of The WorkComp WorkShop™ will have the opportunity to earn their Professional Workers’ Compensation Advisor (PWCA) designation at the completion of program. To earn the PWCA Designation, participants will need to successfully complete a (50) question Skills Validation test as well as (3) Case Studies to demonstrate their ability to apply the knowledge gained.

