

A Better Crew

Agencies and agents work more efficiently and effectively with coordinated marketing, sales and training supported by a technology platform that supports their business efforts

The Hook

Agency uses consortia marketing tools — special offers from preferred suppliers, direct marketing campaigns — to attract customers, both new and existing

A Bigger Boat

Consortia use their revenues to build ever more sophisticated technology platforms and training for agents

Reeling Them In

Agents trained in a limited number of preferred suppliers expertly close sales

PREFERENTIAL TREATMENT

The Bigger Net

Agency after agency in the consortia use these marketing tools to drive more preferred supplier sales, generating back-end overrides and/or bonuses for the consortia

The Reward

Sales record qualifies agency for additional marketing dollars

Reeling More In

Marketing efforts drive more preferred supplier sales

Casting Again

Co-op marketing dollars fund additional marketing efforts