



MVP BUSINESS SOLUTIONS

MVP BUSINESS DEVELOPMENT SERIES

Administration

Production

Leadership

Sales and Marketing

Financial Management

CE Instructor Development Training

INSURANCE AGENTS REFER POLICYHOLDERS TO SHOPS THEY TRUST.

Collision shops that develop relationships with their local agents are able to actively influence claims to their shop. Offering CE courses to your agents provides the ability to deepen current relationships and build new ones.

PPG's CE Instructor Development Training provides you with all the tools necessary to launch your CE Program. Position your shop as a market leader and valuable partner to insurance agents.

CE Training At A Glance

This 2 day class provides attendees with the information and materials to attain state certification to offer CE Classes to Insurance Agents. Fees include course and marketing materials to promote the class. Included in the program is access to Profitable Glass Solutions' portal to schedule classes and submit state required documentation.

WHO SHOULD ATTEND Shop Owner, Manager, Marketing Manager or relevant employee desiring to teach courses..

COURSE OBJECTIVE To provide the training and resources necessary to implement a successful CE Program resulting in agent referrals and an increase in shop revenue.

COURSE LENGTH 2-days

TOPICS COVERED

- Instructor Guidelines and Application Methodology
- Presentation and Public Speaking Skills
- Regulations and Compliance
- Class Management using Profitable Glass Solutions' portal
- Agent Marketing
- Overview of available CE Classes

MINIMUM REQUIREMENTS Any PPG or Nexa Autocolor® customer is eligible to attend any MVP Business Development Series Course.

COURSE FEE INCLUDES All course and marketing materials, state fees for registration and certification as well as access to Profitable Glass Solutions' portal for scheduling and management.
*Annual renewal fees apply to remain an active instructor.

Participants will receive a training manual, handouts, lunch refreshments and a certificate of completion.

Why Get Certified?

Building agent relationships through offering CE Credits drives revenue.

An agent with 2000 Auto Policies, will average 77 "repairable" claims per year. That's \$192,500 in collision revenue.

Doing Agent visits now? Offering them CE Classes is great way to thank them for their referrals.

Insurance Agents are required to complete a specified number credits every 2 years (typically 24) to maintain their insurance license.

"I started teaching CE Classes in 2008. We have increased sales by 25% from 2008-2013. I have my agents to thank and PPG for giving me the tools."

— John Morgan, Bowser Collision, Pittsburgh PA

www.ppgmvp.com

