

John Abbott Communications

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Best Practices in Insurance Marketing Communications: A research-based workshop for improving marketing materials

The Best Practices Workshop is designed to help agents, brokers, carriers and other industry professionals improve their marketing materials while saving time, money and resources – and it can be customized for the specific needs of your business.

Here's what you'll learn:

- What agents want/need to do their job
- How to position agents as experts in selling your products
- Essential elements of effective collateral
- Alternatives to glossy brochures
- Best practices for improving content, distribution and presentation

The seminar includes:

- A 90-minute presentation that recaps agent research and offers insights and recommendations
- A 30-minute follow-up focusing on specific issues at your company
- A review of your existing collateral with recommendations for improvements and opportunities

To schedule a **Best Practices workshop**, contact **John Abbott**
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John Abbott is a marketing consultant who specializes in using agent research to help insurance professionals create more effective sales and marketing tools. With more than 25 years of corporate and industry experience, he is a frequent speaker on best practices.

“John is a masterful marketing specialist who provides practical, useable and effective insights to any insurance operation. I highly recommend him to any insurance provider seeking a proven, progressive, hands-on marketer who really grasps the insurer-broker connection.”
Richard Look,
President,
Vertibrands, Inc.