

LAMP '10
LEADING PRACTICES SEMINAR

Western & Southern Life New Agent Introduction (NAI)

Introducing New Agents Successfully Within Six Weeks



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Welcome and Agenda

1. Explain the purpose and rationale of our New Agent Introduction (NAI) program
2. Review the components of the NAI program
3. Explain our COACH model
4. Explain why NAI is key to agent retention
5. Answer questions




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Challenges

- The need for profitable organic growth
- The need to retain productive agents
- Current employment environment
 - US Department of Labor – Average US worker holds 10.8 jobs between age 18 and 42

#US Department of Labor News USDL 08-0860 6/27/2008



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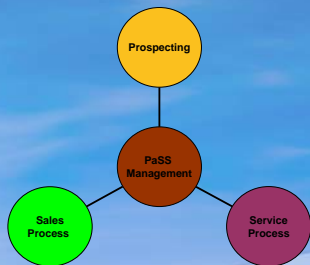
What is New Agent Introduction (NAI)?

- NAI is a learning system that combines industry and Western & Southern Life best practices with learning technology to ensure that agents can become virtually self-sufficient by their 7th week.
- NAI is instrumental in creating a positive new agent experience.

NAI Objectives

- Increased knowledge, skills, habits, and confidence to effectively model and demonstrate our Client Building Process
- Increased sales productivity of our agents
- Increased retention of our agents

Client Building Process



Five Fundamentals of Retention

- ✓ Recruiting & Selection
- ✓ Training
- ✓ Productivity
- ✓ Management Relationship
- ✓ Culture of Discipline

Five Fundamentals of Retention



1. Recruiting & Selection

Hiring practices must be conducted in a manner that ensures the best candidates are identified and selected and that they are brought into the company under the right conditions.

Five Fundamentals of Retention



2. Training

Sufficient training must be available and agents must fully complete the training needed to make them successful and productive in the career.

Five Fundamentals of Retention



3. Productivity

The company structure and agent abilities must support the agent in achieving a sufficient level of productivity and compensation.

Five Fundamentals of Retention



4. Management Relationship

Managers must have the will, skill and/or time to fully support and develop agents.

Five Fundamentals of Retention



5. Culture of Discipline

The culture of the company and the district office must convey an environment where agents can be successful and productive.

Five Fundamentals of Retention

- **Recruiting & Selection** – Hiring practices must be conducted in a manner that ensures the best candidates are identified and selected and that they are brought into the company under the right conditions.
- **Training** – Sufficient training must be available and agents must fully complete the training needed to make them successful and productive in the career.
- **Productivity** – The company structure and agent abilities must support the agent in achieving a sufficient level of productivity and compensation.
- **Management Relationship** – Managers must have the will, skill and/or time to fully support and develop agents.
- **Culture of Discipline** – The culture of the company and the district office must convey an environment where agents can be successful and productive.

Five Major Components of NAI

1. Pre-Contract
2. Sales Rep Orientation
3. 25 interactive online modules and Do-it-Yourself (DIYs) for skill building
4. *FAST Track* training class
5. Field work activities
 - Prospecting
 - Sales appointments
 - Joint field work with sales management
 - Production requirements

NAI Online University

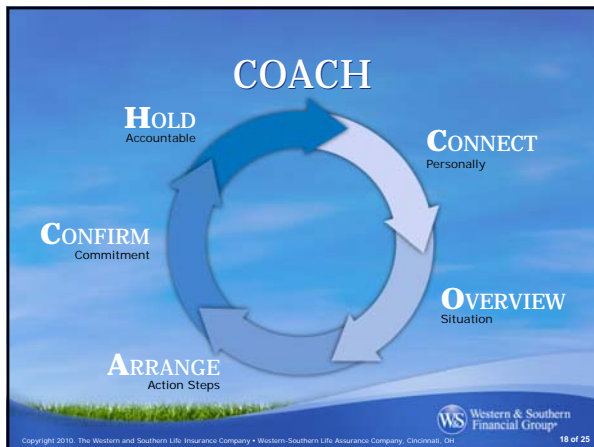
- Example from Module 7
 - *“The Western & Southern Life Sales Concept Approach”*



COACH

COACHing = "Actively guiding a Sales Rep in the application of skills to the job, with continuous follow up and realignment"





FASTTrack



- FAST Track (Field Agent Sales Training)
- Part of our integrated approach to training new agents
- Focus on perfecting our 8 essential sales skills
- Our new agents attend in week 7, after completing the NAI Online University program and accompanying DIY activities
- Investment in their future paid by Western & Southern Life

NAI and Agent Retention

- NAI works because NAI creates a positive learning and success experience during the first 6 weeks of a new agent's career

NAI and Agent Retention

- NAI works because NAI creates a high level of accountability and multiple checkpoints
 - Home office executive oversight
 - Readiness assessment completed by sales management prior to attendance
 - Preparedness assessment at FAST Track

NAI and Agent Retention

- NAI works because NAI creates a high level of accountability and multiple checkpoints
 - Agent evaluation during FAST Track
 - Fact finding report to sales management if an agent fails any of our metrics
 - NAI Execution report

NAI Execution Report

Region: Div: Dist: Det: Staff: Acct: Office Name
Field: A

NAI Execution*
This page prints best in landscape mode.

Week 4 Data Week 3 Data Week 2 Data Week 1 Data All 4 Weeks Coll

Office Code	Field Name	Last Name	Agents	POP	Policies	Policies	NAI members	2009	Policies	Fast Track
				per Agent	Scheduled	Scheduled	Completed	Completed	Placed	Reservations
040-9	040000	040000	10	41	4	21	24	3		
404-9	040000	040000	23	40	0	20	24	1		
414-9	040000	040000	24	40	8	20	24	5		
Total:			57	121	12	61	62	9		

Data for agents starting the week of 4/20/2009, for the last completed week of 5/15/2009.
* Data not available prior to 4/20/2009.

Western & Southern Life NAI Results

- Improved sales production
 - 11% increase in our 17-week policy productivity for 2009
- Improved agent retention
 - 29% increase in our 17-week agent retention for 2009
- Improved, more disciplined sales culture

Source: Western & Southern Life 2009 FAST Track Attendees Report 1/25/2010