

# COMMERCIAL LINES PRODUCER SCHOOL

Turn your new Producers into high-performing and confident sales professionals with this effective multi-phase program.

**Target Audience:** New and/or inexperienced Producers who need fundamental commercial lines coverage and sales training, or CSRs/Account Managers who will be transitioning to a Producer role.

Your agency hired a new Producer. Naturally, you want this new employee to hit the ground running. Instead of simply handing them a telephone and a list of leads, why not provide them with the skills, tools and confidence they need to succeed?

Hartford School of Insurance's Commercial Lines Producer School provides new insurance professionals with extensive commercial lines coverage education in a hands-on and interactive classroom environment. Throughout this multiphase carrier-neutral program, students can expect to dive deep into foundational insurance topics while learning how to both market and sell products to their clients. Both insurance and sales aspects of this program are seamlessly interwoven through case studies, group activities and collaborative role-plays. This experiential approach exposes your new Producer to real-life skills and knowledge needed to propel their career. This program consists of three phases:

**PHASE 1**  
*In-agency*  
A foundation in insurance concepts, forms and coverages through reading and activity assignments in a structured four-week self-study course.

**PHASE 2**  
*Classroom*  
Comprehensive, two-week instruction on commercial lines coverage, sales techniques and skill development in an interactive classroom environment.

**PHASE 3**  
*On-Demand*  
A digital library of coverage, sales and skill-building exercises that can be utilized by students and their agencies to reinforce knowledge.

Throughout this program, students will have the opportunity to:

- **Employ** a consultative approach to recognize a client's potential loss exposures
- **Analyze** contracts, identify key exclusions and recognize coverage gaps
- **Negotiate** policy terms and conditions with carriers
- **Recommend** insurance solutions customized to a client's exposures
- **Differentiate** themselves from their competitors by acquiring the [Commercial Lines Coverage Specialist \(CLCS\)](#) professional designation



**Tuition: \$3,995**

## 2018 SESSIONS

**Round Rock, TX**  
Jan 22 - Feb 2

**Scottsdale, AZ**  
Apr 16 - 27

**Englewood, CO**  
Jun 4 - 15

**Rosemont, IL**  
Jul 9 - 20

**The Woodlands, TX**  
Oct 15 - 26

**Charlotte, NC**  
Feb 5 - 16

**Dayton, OH**  
Apr 23 - May 4

**Franklin, TN**  
Jun 11 - 22

**Alpharetta, GA**  
Aug 20 - 31

**Annapolis, MD**  
Oct 29 - Nov 9

**San Diego, CA**  
Feb 26 - Mar 9

**Hartford, CT**  
May 14 - 25

**Pleasant Hill, CA**  
Jul 9 - 20

**Princeton, NJ**  
Sept 17 - 28

**Hartford, CT**  
Dec 3 - 14

**Costa Mesa, CA**  
Dec 3 - 14

**Ready to Enroll? Visit [HartfordSchoolofInsurance.com](http://HartfordSchoolofInsurance.com) or call (800) 772-0208**