Continuing education for the insurance industry

Relationships
It is 2:30 in the afternoon at John Smith’s office when the phone rings. On the line is Mary Jones. She has an automobile accident. Thankfully, no one is hurt but the same can’t be said for her car. This is Mary’s first accident in over 25 years of driving. She doesn’t know what to do about having the car repaired. Mary contacts John since he is her insurance agent.

This scenario plays out hundreds of times every day. Insurance professionals are very often the first contact point for motorists involved in accidents. John’s phone conversation with Mary is likely to include suggested body shops where Mary can have her car repaired. How can you increase the probability your shop is included in John’s recommendations to Mary?

Simplicity. Developing a relationship with John before his phone rings again. Easier said than done granted. But if John doesn’t know of your shop or doesn’t have a relationship with you and your office employees then the odds are pretty slim he will recommend your shop.

Hosting a Continuing Education for insurers class is an ideal way to start the relationship building process. Insurance professionals are required by state to complete a certain number of continuing education hours each year. Many classes are online and very convenient for the health, busy, and home insurance segments. Vehicle insurance is the exception. Not as many options exist.

A free CE class at your shop is a welcomed solution by insurance professionals. The class can serve as your introduction to your shop’s capabilities, professionalism, and value to individual individual vehicle owners, when given a choice of body shops where Mary can have her car repaired. Individual individual vehicle owners, when given a choice of body shops, will invariably chose the business with which they have a personal relationship. They will choose the business they are familiar with, trust to provide high value, and have respect for their employees’ business and technical skills.

Opportunities
How many shops in your area offer CE classes? Likely the answer is not very if any at all. CE is typically a relatively unattractive opportunity for collision repairers. Don’t misunderstand the potential business that can result from cultivating relationships with insurance professionals.

People like to do business with people. Familiarity, trust, and respect are what drives people to do business with others. Sure, your shop must do quality repair work. You must also be timely, competitively priced, convenient, welcoming, and capable. Must, if not all, collision repair shops meet these criteria. What often sets shops apart from one another are relationships. Work providers, whether they be insurers, fleets, or others, will invariably chose the business with which they have a personal relationship. They will choose the business they are familiar with, trust to provide high value, and have respect for their employees’ business and technical skills.

You have so much invested in your facility, equipment, people, and reputation. CE classes are the ideal method of demonstrating to your primary work providers the commitment you have made in creating a high customer value business.

Developing a reputation of helping insurance professionals meet their education requirements can only benefit you. The doors it may open along with the work flow it may deliver are opportunities you dare not miss. Acoat Continuing Education for the Insurance industry makes it easy for you to set the stage for these opportunities.

Results
"Acoat Selected gave us the most powerful marketing tool we’ve ever had: Continuing Education classes and credit for insurance agents, adjusters and their staff."

Valerie White
Owner
White Autobody

Facilitation
CE classes are usually taught by a member of shop management and for good reason. Teaching the class shows you have a firm understanding of the material being presented. This is one part of the foundation upon which trust and respect are built. Your ability to make the class informative, interesting, and compelling will invariably lead to the other.

Because you are the presenter does not mean you have to go it alone. An Acoat Continuing Education Consultant will be right there with you. As co-facilitator or in an event supportive role, AkzoNobel staff work with you to make sure your CE event is successful.

Your shop is the ideal environment to host an event. The work area serves well to demonstrate procedures contained in classes that are of technical nature. Office areas in your shop reinforce your efforts in providing a welcoming and comfortable environment to your class attendees.

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Support
Acoat and our distributors provide everything you need to host a successful CE event.

Everything you need to know about conducting CE classes is available to you at your local certified Acoat Continuing Education Consultant.

Conducting CE Classes
A two day ePrint is a prerequisite by many states before you may host a CE event. Learn how to conduct a successful CE event all the way from initial planning to follow up post event. Effective teaching methods are covered in depth along with all the information you need to comply with state rules and regulations. Conducting CE classes develops your professional presentation skills. You will learn how to conduct a successful event all the way from initial planning to follow up post event. Effective teaching methods are covered in depth along with all the information you need to comply with state requirements. Conducting CE classes will enable you to: 

• Learn how to conduct a CE event
• Be effective in your presentation of CE class materials
• Prepare promotional materials to get the word out about your event
• Satisfies state requirements
Continuing education for the insurance industry

Relationships
It is 2:30 in the afternoon at John Smith’s office when the phone rings. It is the line to Mary Jones. She has been in an automobile accident. Thankfully, no one is hurt, but the car is totaled. This is Mary’s first accident in over 25 years of driving. She doesn’t know what to do about having the car repaired. Mary contacts John since he is her insurance agent.

This scenario plays out hundreds of times every day. Insurance agents are often the very first first point of contact for motorists involved in accidents. John’s phone conversation with Mary is likely to include suggested body shops where Mary may have her car repaired. How can you increase the probability your shop is included in John’s recommendations to Mary?

Simplicity. Developing a relationship with John before his phone rings again. Easier said than done granted. But if John doesn’t know of your shop or doesn’t have a personal relationship with you and your office employees then all the odds are pretty slim he will recommend you.

Hosting a Continuing Education for Insurers class (CE) is an ideal way to start the relationship building process. Insurance professionals are required by state to complete a certain number of continuing education hours each year. Many classes are offered online and are very inexpensive for the health, life, casualty, and home insurance segments. Vehicle insurance is the exception, and very inexpensively for the health, life, casualty, and home insurance segments.

How many shops in your area offer CE classes? Likely the answer is not many if any at all. CE is typically a relatively untapped opportunity for collision repairers. Don’t underestimate the potential business that can result from outblowing relationships with insurance professionals.

Opportunities
People like to do business with people. Familiarity, trust, and respect are what drives people to do business with others. Sure, your shop must do quality repair work. You must also be timely, competitively priced, professional, and have respect for their employees’ business and technical skills.

As a result from cultivating relationships with insurance professionals, you will invariably choose the business with which they have a personal relationship. They will choose the business they are familiar with, trust to provide high value, and have respect for their employees’ business and technical skills. You must also be timely, competitively priced, professional, and have respect for their employees’ business and technical skills.

The answer is not many if any at all. CE is inexplicably a relatively untapped opportunity for collision repairers. Don’t underestimate the potential business that can result from outblowing relationships with insurance professionals.

Facilitation
CE classes are usually taught by a member of shop management and for good reason. Teaching the class shows you have a firm understanding of the material being presented. This is one part of the foundation upon which trust and respect are built. Your ability to make the class informative, interesting, and compelling will result in a higher percentage of the intervention. Because you are the presenter does not mean you have to go it alone. An AkzoNobel Services Consultant will be right there with you. As co-facilitator or in an event support role, AkzoNobel staff work with you to ensure your CE event is successful.

Use our Tips for Conducting a CE Class as your guide in planning your CE event. Implement our Training Materials, including CE Class Facilitation Guide and CE Class Cadence Plan, to ensure your CE event is successful.

Support
Because you are the presenter does not mean you have to go it alone. An AkzoNobel Services Consultant will be right there with you. As co-facilitator or in an event support role, AkzoNobel staff work with you to ensure your CE event is successful.

You shop is the ideal environment to host an event. The work area serves well to demonstrate procedures contained in classes that are of a technical nature. Office areas in your shop reinforce your efforts in providing superior customer service.

Continuing Education for Insurers classes brought to you by your local certified AkzoNobel Services Consultant.

Results
"Acct Select gave us the most powerful marketing tool we’ve ever had: Continuing Education classes and credit for insurance agents, adjusters and their staff."

Valerie White
Owner
White Autobody

Conducting CE Classes
A brand new market is a prerequisite by many states before you may host a CE event.

Learn how to conduct a successful event all at once from planning to following up post-event. A variety of teaching methods are covered in depth along with all the information you need to comply with state regulations.

Additionally, you will receive assistance in the development of custom classes that you can use to promote the availability of the CE classes to your prospective agents. Everything you need to know about conducting CE classes brought to you by your local certified AkzoNobel Services Consultant.

• Learn how to conduct a CE event
• Be effective in your presentation of CE classes
• Prepare promotional materials to get the word out about your event
• Satisfies state requirements

Program management
RegEd, a strategic partner of AkzoNobel, provides online administrative management of your CE class events. Schedule an event on the RegEd calendar and your class materials will arrive in 7-10 days. A state requirements document will accompany the materials. RegEd will issue the appropriate certificates when your attendees complete the class. Complete reporting capability is provided on the RegEd secure web site for your use. www.reged.com

Advertising
Customizable invitation pamphlets are available on the Acct Select ePrint web site. This feature ensures good turnout to your event by making it easy to create professional promotional materials for distribution to prospective attendees.

Approved curriculum
Professionally designed course materials are complete with outlines, instructors guide, student workbooks, feedback forms, and knowledge checkpoints. All CE classes are fully state approved. The classes are easy to teach yet comprehensive in the subject.

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• Learn how to conduct a CE event
• Be effective in your presentation of CE classes
• Prepare promotional materials to get the word out about your event
• Satisfies state requirements
CE Ethical Consideration of Collision Claims Practices
This class helps Insurance Agents develop a better understanding of their ethical responsibilities when dealing with customers’ collision claims. Safety dissemination provides agents with insight on how to handle ethics-related situations that may arise when processing a collision claim. The knowledge gained from this course helps them provide better service to their customers, resulting in improved customer satisfaction.

Instructional Class
- Assure fair claims practices are adhered to
- Improved understanding of the auto collision repair aspect of property & casualty claims
- Understand legal issues involved in collision claims
- Improved understanding of how to inspect a vehicle for fraud prevention
- Help policyholders determine correct coverage

CE Ethical Considerations of Fair Claims Practices
This class helps Insurance Agents develop a better understanding of their ethical responsibilities when dealing with existing customers and prospects. This knowledge gained by attending this course helps them provide better service for their custom resulting in improved customer satisfaction and policy retention.

Instructional Class
- Improve their understanding of legal sales practices in the insurance industry
- Evaluate their sales practices
- Identify and eliminate any potential unethical situations with their insureds

CE Understanding Advanced Vehicle Safety Systems
This class provides Insurance Agents with information to help them better understand the most advanced vehicle safety systems available today. They will be better equipped to inform their policyholders of the value of using these systems properly, resulting in increased customer satisfaction and additional business.

Instructional Class
- Protect your insureds and yourself
- Increase insured's confidence in you
- Add value to your insured’s policy
- Increase your market share
- Disclaimer Information

CE Understanding Body and Frame Repair
This class helps Insurance Agents develop a thorough understanding of the repair process as it relates to body and frame repairs. The information presented prepares them to help their insureds as they go through the repair process with their vehicle. They will learn about actions They can take to ensure the process goes smoothly and that their customer’s vehicle is returned to pre-accident condition.

Instructional Class
- Identify repair centers capable of producing an incredible repair
- Provide better customer service
- Conduct post repair quality inspections
- Reduce the chance of customer deflection due to unsatisfactory claim results
- Sell insured's expectations regarding cost, time to repair, and repair center selection

CE Understanding Collision Claims & Estimates
This class helps Insurance Agents develop a thorough understanding of the claims and repair process to better prepare them to help their insureds when they file a claim. The material includes information about specific ways they can help their insureds report their claim and better understand their estimate. They will learn about things they can do to ensure the claims and repair process proceeds smoothly.

Instructional Class
- Provide better customer service
- Reduce insured's hassle
- Reduce the chance of customer deflection
- Improve possibility of new business referrals

CE Improving Insured's Satisfaction
This class provides Insurance Agents with information on customer satisfaction issues as they relate to the collision repair business, the insurance industry, and their relationship with the insured. This course provides insight on how to relate to the insured’s needs at the point of a claim and how the agent can empathize with their concerns and offer improved service.

Instructional Class
- Increased customer satisfaction levels
- Identification of customer product and service needs
- Better management of insured expectations

CE Providing Accident Prevention Advice
This class provides Insurance Agents with tips for helping their customers identify the causes of collisions, and minimize accident-related pain and suffering for their insureds.

Instructional Class
- Expanded understanding of the most common causes of collisions
- Tips to share with insureds about how they can avoid accidents
- Safety innovations and accident prevention devices
- Helping teens become safer drivers
- Helping customers in choosing a repair center
CE Ethical Considerations of Collision Claims
This class helps Insurance Agents develop a better understanding of their ethical responsibilities when dealing with customers’ collision claims. Skillfully, it provides agents with insight on how to handle ethics-related situations that may arise when processing a collision claim. The knowledge gained from this course helps them provide better service to their customers, resulting in improved customer satisfaction.

Instructional Class
• Assess fair claims practices are adhered to
• Improved understanding of the auto collision repair process of property & casualty claims
• Understand legal issues involved in collision claims
• Improved understanding of how to inspect a vehicle for fraud prevention
• Help policyholders determine correct coverage

CE Ethical Considerations of Fair Claims Practices
This class helps Insurance Agents develop a better understanding of their ethical responsibilities when dealing with existing customers and prospects. The knowledge gained by attending this course helps them provide better service for their customers, resulting in improved customer satisfaction and policy retention.

Instructional Class
• Improve their understanding of illegal sales practices in the insurance industry
• Evaluate their sales practices
• Identify and eliminate any potential unethical situations with their insureds

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This class helps Insurance Agents develop a better understanding of their ethical responsibilities when dealing with existing customers and prospects. The knowledge gained by attending this course helps them provide better service for their customers, resulting in improved customer satisfaction and policy retention.

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Instructional Class
• Protect your insureds and yourself
• Increased insureds’ confidence in you
• Add value to your insureds policy
• Increase your market share
• Disclaimer Information

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This class helps Insurance Agents develop a thorough understanding of the repair process as it relates to body and frame repairs. The information presented prepares them to help their insureds as they go through the repair process with their vehicle. They will learn about actions they can take to ensure the process goes smoothly and that their customer’s vehicle is returned to pre-accident condition.

Instructional Class
• Identify repair centers capable of producing an excellent repair
• Provide better customer service
• Conduct post repair quality inspections
• Reduce the chance of customer defection due to unsatisfactory claim results
• Educate insured’s expectations regarding cost, time to repair, and repair center selection

CE Understanding Collision Claims & Estimates
This class helps Insurance Agents develop a thorough understanding of the claims and repair process to better prepare them to help their insureds when they file a claim. The material includes information about specific ways they can help their insureds report their claim and better understand their estimate. They will learn about things they can do to ensure the claims and repair process proceeds smoothly.

Instructional Class
• Provide better customer service
• Reduce insured’s hassle
• Improve sensitivity of their customer’s claim
• Improve possibility of new business referrals

CE Providing Accident Prevention Advice
This class provides Insurance Agents with tips to share with their customers about how to avoid accidents. They will learn ways to reduce costs per claim, minimize repair costs, prevent comprehensive physical damage claims, and minimize accident-related pain and suffering for their insureds.

Instructional Class
• Expanded understanding of the most common causes of collisions
• Tips to share with insureds about how they can avoid accidents
• Safety innovations and accident prevention devices
• Helping teens become safer drivers
• Helping customers in choosing a repair center

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• Increased customer satisfaction levels
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• Better management of insured expectations

Marketing | Great Northern Strategies
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CE Understanding Collision Refinish
This class provides Insurance Agents with information to improve their understanding of the collision repair refinish and quality assurance process to enable them to better set their insureds’ expectations relative to claims processing. They will learn how to make an informed decision on which repair center will ensure the safety, highest quality, and most cost effective repair for their insured.

Instructional Class
• Improves your understanding of the collision refinish process
• Provides you with information to advise and protect your insureds
• Enables you to make an informed decision when choosing or recommending a repair center

CE Understanding Paintless Dent Removal
This class provides Insurance Agents with information to help them understand how Paintless Dent Repair (PDR) techniques work, how they differ from conventional repair techniques, and how they can help them reduce their severity on smaller claims.

Instructional Class
• Reduces number of claims
• Reduces costs per claim
• Reduces downtime for customer’s vehicle
• Provides an added value
• Increases customer satisfaction

CE Understanding Theft Issues
This class helps Insurance Agents understand the impact of vehicle theft, how vehicles are recovered, and reducing theft. They will become aware of local and national preventative initiatives and actions. They will also discuss the increasing problem of heavy equipment and recreational vehicle theft and the enormous impact identity theft has on all of us.

Instructional Class
• Reduces the number of theft claims
• Helps your insureds avoid becoming a victim
• Reduces the chance of customer defection due to unsatisfactory claim results

CE Understanding Pre-Insurance Inspection
This class provides Insurance Agents with information to help them understand how Pre-Insurance Inspection (PII) techniques work, how they differ from conventional repair techniques, and how they can help them reduce their severity on smaller claims.

Instructional Class
• Provides a Value Added Service to Customers
• Reduce Insurance Fraud and Claim Padding
• Avoid Insuring Stolen And Phantom Vehicles
• Deter Vehicle Theft Crime Rings

CE Unethical Behavior Opportunities Abound
This course is designed to address specific unethical behaviors prevalent in insurance. Participants will learn about the nature of unethical behaviors, the ethical dilemmas faced by real practitioners, and the myriad of ethical issues that have been raised.

Instructional Class
• Explore the nature of ethical dilemmas
• Learn utilitarian, rules-based, and relativistic approaches to make good ethical decisions
• Understand codes of conduct including how they function and how they are enforced
• Practice role playing interactions between agents and clients

CE Fraud Identification
Insurance fraud is deliberate deception perpetrated against or by an insurance company or agent for the purpose of financial gain. More than any other subject, fraud is the number one reason investigators are hired to investigate a case. Everyone has exposure to fraud. Fraud costs society many hundreds of billions of dollars per year, taxing the US economy as much as ten percent of its efficiency. This course will:

Instructional Class
• Identify common types of fraudulent activities prevalent in insurance
• Outline measures in place to deter and detect fraud
• Provide an understanding of your obligations as an adjuster to recognize fraud
• Outline the penalties associated with active participation in fraudulent activities

CE Roles and Responsibilities of the Insurance Adjuster
This course defines the role of an insurance adjuster, the laws affecting adjuster licensing and the responsibilities adjusters bear in reviewing, evaluating, and negotiating settlement of insurance claims.

Instructional Class
• Understand the role of an adjuster
• Licensing process and requirements
• Know what records must be retained
• Learn standards of conduct
• Learn proper techniques for taking statements

CE Unethical Behavior Opportunities Abound
This course is designed to address specific unethical behaviors related to the work that property and casualty agents and brokers engage in with their prospect and clients. The class is conducted using narrative and dialogue, following each of which is a brief discussion of the ethical issues that have been raised.

Instructional Class
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• Reduces number of claims
• Reduces costs per claim
• Reduces downtime for customer’s vehicle
• Provides an added value
• Increases customer satisfaction

CE Understanding Pre-Insurance Inspection
This class provides Insurance Agents with information to help them understand how and why they should inspect vehicles prior to insuring them. They will learn how to detect theft or fraud and assess the safety of a vehicle. After attending this course, they will also be able to ensure that their policyholders are driving a safe vehicle.

Instructional Class
• Provide a Value Added Service to Customers
• Reduce Insurance Fraud and Claim Padding
• Avoid Insuring Stolen And Phantom Vehicles
• Detect Vehicle Theft Crimel Rings

CE Understanding Theft Issues
This class helps Insurance Agents understand the impact of vehicle theft, how vehicles are recovered and repaired, and the enormous impact identified theft has on all of us.

Instructional Class
• Reduce the number of theft claims
• Help your insureds avoid becoming a victim
• Reduce the chance of customer defection due to unsatisfactory claim results

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