



Educational Meetings

Educational meetings are an excellent marketing resource for you the independent agent. The purpose of hosting an Educational Meeting is twofold: first, to give the public valuable, relevant information that pertains to their circumstances and second, to help position you as a leader and credible resource within the community.

At an Educational Meeting, you will present the material, encourage interaction with the audience, quickly build a rapport and then give an overview of the potential services, products and benefits you bring to the table. In other words, you present all the benefits in an informative, relaxed, learning based environment with no sales pressure!

Educational Meetings will position you as a trusted and informed resource. One who is there as a “neutral” third party who presents the information on how to meet or gain a desired need or benefit. A resource which is not taking sides and is an advocate for an open and inclusive learning environment.

As you can see, Educational Meetings are different than the typical Sales Event and they also carry a different level of responsibility and skill. But you can also see how this business model uniquely and quickly will separate you from the typical agent who is usually perceived as “just there to sell something”. Thru the development of the skills and materials needed for an effective and unique Educational Meeting, you will successfully position yourself as one of the trusted advisors in your field. This again will give the prospect a natural feeling of comfort with you that usually will lead into more complex business relationship discussions and opportunities.

There are several Selling Systems we here at BCA have developed to assist you in implementing this educational marketing model into your practice. Call your BDA for more specific information on our unique turn-key education modeled marketing systems.

To Your Success,
Brokers Choice of America

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