



Does Your Agency Have a Strategic Growth Plan?

Read How to Build One Today



Daniel J. Devlin is the President of *Devlin Consulting, LLC*. A veteran insurance consultant, Devlin was Managing Officer for 12 years of the Agency Consulting Division of the Travelers. He is a frequent speaker at Agency Management and Business Valuation seminars. Devlin earned his Bachelor Degree from La Salle University in Philadelphia, Pennsylvania and his MBA in Finance from Rensselaer Polytechnic Institute in Troy, New York. Articles by Devlin have been published in several state association magazines, *The Standard* (New England's Insurance Weekly) and the CPCU Society's Agent & Broker Solutions.

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Conquer the marketplace and outsmart the competition with a *Strategic Growth Plan* from *Devlin Consulting, LLC*. Veteran insurance agency consultant Daniel J. Devlin can design and facilitate a planning session for your team that covers high impact topics that generate revenue growth and improve profits. Devlin will bring to the session the knowledge and recommendations for change to help your agency meet or exceed its growth goals.

When planning for growth with clients, here are some of the key topics we cover:

» **Marketing Initiatives** – Sales training can only do so much; producers need marketing tools to enhance their sales success. We help you identify and develop the tools.

» **Adding Producers** – Target the right candidates and know how to compensate, motivate and retain them.

» **Incentive Compensation** – Implement and/or update incentives for sales and service staff.

» **Operational Support** – Operations must support sales. Know where the bottlenecks are that prevent sales staff from significantly expanding their book of business. Re-engineer renewal processing to improve retention and add to the bottom line.

» **Acquisitions** – Cut the right expenses to free up capital for acquisitions.

» **Make Organizational Changes** – Give staff new roles to drive growth. Be certain you have the right people in the right slots.

» **Differentiation** – Stand out from the pack! Our unique analytical process will help your agency do just that.

These are just a few of the many topics we build into a *Strategic Growth Plan*. Is your agency interested in meeting or exceeding its growth goals? Contact us for more information on how our strategic planning process can help your agency prosper in a challenging marketplace.

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