



MAXAMIZING UNDERWRITING

Clipper & Company has an established reputation for helping organizations and individuals develop and implement strategic change. We enable our clients to successfully establish performance driven processes and achieve extraordinary results.

THE GOAL

The goal is for underwriting to be a valued and integral contributor to the organization's financial structure. Our workshops are designed to orchestrate the infusion of underwriting strategy, development, and performance into your organization's long-term goals and objectives. We will work with your team to develop a detailed and realistic set of financial goals, plans of actions and a timeline with clearly defined areas of responsibilities.

Our **UNDERWRITING STRATEGY** is comprised of five components, each with key points to create a winning underwriting strategy.

Team Evaluation

- Account managers
- Media assets
- Inventory management
- Audience reach and demographics

Strategic Development

- Public Media and marketing
- Revenue focus
- Proposal creation
- How to use research and surveys

Team Training

- Relational vs transactional media
- Understanding consumer behavior
- Storytelling

Individual Coaching

- Targeted prospecting
- Making contact
- Optimizing presentations

Measure

- Historical data
- Account Manager sales pipeline reports
- New Business development and attrition
- How to create annual sales goals



For more information, contact:

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