

*FINN 3000-001
Insurance Sales & Negotiations
Spring 2019*

Instructor: Thomas S. Marshall

Office: 350D Friday Building

Office Hours: TR 4:00-6:00 PM and by Appointment

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Class Meets: TR, 10:00 – 11:15 am, Friday 107

Special Information

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Regular class attendance and promptness are expected. Three or more unexcused absences or frequent tardiness are considered adverse attendance. Classroom performance (interactive assessments, class discussion and attendance) represents 10% of the final grade.

All students are welcome to visit with me during office hours or by appointment.

All students are required to be familiar with the following two codes defined in the 2018-2019 Undergraduate Catalog <https://catalog.uncc.edu/index.php?catoid=20> and to conduct themselves in accordance with the standards set forth:

- A. The UNC Charlotte Code of Student Academic Integrity
- B. The UNC Charlotte Code of Student Responsibility

Course Description

This course is an overview of the skills and concepts of personal branding, networking, insurance sales and negotiations.

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Course Objectives

1. Understand the unique characteristics of the insurance market
2. Develop basic skills of personal branding and networking
3. Understand and apply key skills and concepts in insurance sales
4. Understand and apply key skills and concepts in successful negotiations
5. Discuss career opportunities in risk management and insurance sales

Learning Resources

Poll Everywhere

The Student Participation grade is based on attendance and interactive assessments using Poll Everywhere. Students must have a Wi-Fi enabled device to log in to Poll Everywhere and to respond to questions. This can be a laptop computer, tablet, or smartphone. If you do not have such a device, you will need to acquire one each time you attend class, and you have several options. The simplest option may be to buy an inexpensive tablet, such as an Amazon Fire (formerly known as Kindle Fire), which is just under \$50, or you can use an (inactivated) Wi-Fi-only smart phone, which can also be purchased for as low as \$20 or \$30. This [list of mobile devices](#) provides a description of possible devices (phones, tablets, and laptops) that can be used with Poll Everywhere. Another option includes checking out a laptop or tablet from the library on a daily basis, but this method is not completely reliable, since availability is not always guaranteed. Students will be able to respond to polling questions by entering their UNC Charlotte NinerNET email address. Students will be prompted to sign in via Single-Sign On (SSO) to respond to questions. Faculty will communicate to their students where the Poll Everywhere link can be found on the question slide.

Textbooks

Following texts are available at the Bookstore or Amazon:
The Challenger Sale, Dixon and Adamson
The Wedge, Randy Schwantz, National Underwriter Company
Getting to YES, Negotiating Agreement Without Giving In, Fisher & Ury

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Examinations and Grades

The grading scale is as follows:

90 and above = A; 80 – 89 = B; 70 – 79 = C; 60 – 69= D; less than 60 = F

1. There will be two examinations. Each exam is 40% of the final grade. In general, no make-up exams will be given. If a student misses an exam because of an excused absence, the missed exam weight will be added to the final exam weight, and the final exam will be comprehensive (including material from the missed exam). If a student misses an exam because of an unexcused absence, a zero (0) grade will be assigned for that exam.

2. 20% of the final grade is based on classroom participation including attendance, class discussion and interactive assessments. Failure to attend class for a guest speaker presentation will result in a zero grade for that class session.

3. Attendance at the Financial Services Career Fair (one hour minimum) on February 26 is mandatory. An unexcused absence from the Career Fair will result in a 5-point reduction in the final course grade.

Tentative Assignments

| Date | Topic | Chapter |
|-------------|--|--|
| January 10 | Introduction to GIS and Insurance Sales & Negotiations | Canvas |
| 15 | Insurance Sales & the Insurance Market | Canvas |
| 17 | Professional Ethics | |
| 22 | Professional Ethics Case Studies | |
| 24 | Personal Branding, LinkedIn & Elevator Speech | Canvas |
| 29 | LinkedIn, Resume, Interview <i>Speaker – Lindsey Adams, Wells Fargo</i> | Canvas |
| 31 | Young Producers Study | <i>Young Producers Study, ECM Agency (Rough Notes)</i> |
| February 5 | Case Study: ECM Solutions | |
| 7 | <i>Speaker – David Rogers, Robbins & Associates</i> | Canvas |
| 12 | Communication & Adaptive Selling | Canvas |
| 14 | Prospecting for New Clients | Canvas |
| 19 | Handling Objections | Canvas |
| 21 | Obtaining Commitment | Canvas |
| 26 | Financial Services Career Fair | <i>Cone 341, 5:00-7:30 pm</i> |
| 28 | Wedge Sales | <i>The Wedge, Randy Schwantz</i> |
| March 12 | Wedge Sales | |

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| March | 14 | Mid-Term Exam | |
| | 19 | Challenger Sales – ADP Dealer Services | <i>Challenger Sale, Dixon & Adamson</i> |
| | 21 | Challenger Sales - Grainger | |
| | 26 | Challenger – Taking Control | |
| | 28 | <i>Speaker – Wedge/ Challenger</i> | |
| April | 2 | Negotiations – Getting to Yes | <i>Getting to Yes, Fisher & Ury</i> |
| | 4 | Negotiation Strategy | |
| | 9 | Negotiations –Global Case | |
| | 11 | Negotiations – Pappas Case | |
| | 16 | No Class | |
| | 18 | Negotiations Review | |
| | 23 | Salary Negotiations | <i>Harvard MBA program</i> |
| | 25 | Sales Strategic Planning | |
| | 30 | Sales Strategic Planning | |
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| May | 9 | Final Exam, 8:00 am | |