



CASE STUDY

The Fortegra Difference
How One Partner used Fortegra's
Training System for Rapid Sales Growth

42%
GROWTH



OVERVIEW

Many companies come to Fortegra looking for an insurer, what they find is an insurance partner.

As an experienced insurer, we're able to add value to all elements of the business relationship from compliance and regulatory, to training and development.

The tools and services we offer have a profound impact on partner growth. Fortegra's Learning & Development Team provides a full range of training services including on-site, remote or e-learning sessions.

This case study shows how these value-added services drive revenue growth for our partners.



"Working with an insurer that provides training, can have a significant impact on your program's effectiveness through revenue growth and ultimate profitability."

– Holly Bohn, CMO

APPROACH

In 2019, Fortegra's Learning & Development team provided training for one of our partners and tracked their growth. Fortegra held training sessions at four locations, training 232 associates. This allowed us to analyze the impact of training on sales growth.

● CUSTOMIZED ●

Fortegra customizes training to meet partner goals.
In this case, a mix of in-person training & virtual.

● COMPREHENSIVE ●

Training sessions provided associates valuable
selling skills and product knowledge.

● EXPERT ●

After training, associates have a more consistent, conversational
and compliant approach to the sale of protection products.

RESULTS

Growth in Written Premium



42%

Average of Locations
With Training

29%

Average of Locations
Without Training

87%

Most Successful
Trained Location

CONCLUSION

Fortegra training programs provide a strategic advantage to our partners, by providing associates with the opportunity to improve selling skills, while gaining technical knowledge about the products. Working with a company that provides training can have a significant impact on your program's growth and profitability.