Stand Out In Your Marketplace

Sponsored by

MERCURY INSURANCE

CONVO 2022

Derek Hayden

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Meet Derek...

THE PROTÉGÉ
KILL OR BE KILLED

Season I Winner of The Protégé

- Announced as the winner of Season 1 of The Protégé in September of 2021
- Coached the winner of The Protégé Season 2

vidyard

2020 Video in Business Awards Finalist

- Selected as a finalist in the 2020 Vidyard Video in Business awards for accomplishing a 91% close ratio using video proposals

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Why choose your agency?

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Basic: someone who thinks they are different from others but conforms to all of the popular trends.

BWG Starter Kit: Starbucks Pumpkin Spice Latte, Ugg Boots, Lululemon Yoga Pants, Instagram Selfies, White Converse Sneakers, Crop Tops, Posing for pictures at the pumpkin patch, etc...

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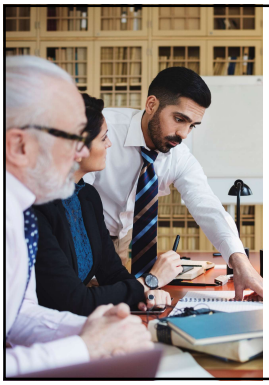

Basic Insurance Agent Starter Kit

1. Independent
2. Best Service
3. Great Carriers
4. One-stop-shop
5. Local
6. Experience
7. Best People
8. Best Coverage & Best Price
9. Family Owned
10. Active in Community

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According to Smithsonian Magazine, a blue lobster is a 1-in-100 million catch. A blue lobster turns up once every 4-5 years.

One out of every 10 million buffalo are born white.

-National Bison Association

"Cows, after you've seen them for a while, are boring. A purple cow, though? Now that would be interesting! A purple cow would be remarkable."

-Seth Godin

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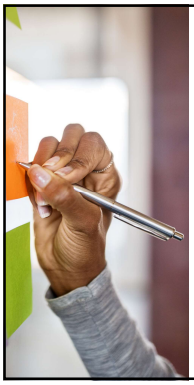

TOP OF MIND EXERCISE

Write down the first brand name that comes to mind.

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Business Concepts & Value Prop Comparisons

8

CONTINUED...

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Customer Experience

My CE Examples
Positive: Rural King
Negative: Local Sports Bar

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Go Be Different…

- Value Proposition
- Conversations
- Deliverables

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Contact Information

HOW TO REACH OUT

- LinkedIn
  Derek Hayden, CIC
- Linktree
  linktr.ee/DerekHayden

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