



## THE CHALLENGE

As independent franchisees, Farmers Insurance agents lacked uniformity in their sales approaches, resulting in ineffective operations. To rectify this and accelerate the success rate of new agents, Farmers decided to create a new centralized "University." The Bob Pike Group (BPG) was tasked to design a program that would instill early habits and discipline to propel agent performance.

## OUR SOLUTION

BPG partnered with Farmers to design the University training program, creating a combination of Internet-based courses and hands-on opportunities to address skills in sales, business planning, marketing systems and advocacy—all to help new agents set higher self-expectations earlier in their careers.

## THE RESULTS

Upon completion of the University, new agents reported a 25% increase in monthly sales—a \$10 million boost in gross premiums company-wide. In addition, the University of Farmers won first place in *Training Magazine's* top 125 training programs for two consecutive years.

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INCREASE

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INCREASE IN PREMIUMS

TRAINING MAGAZINE'S  
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**#1**