



# Dressander's SIX FIGURE PRODUCERS ACADEMY Training Class Overview

Las Vegas October 8–9, 2009

DRE-573-042809

## Thursday, October 8

8 a.m.	Continental Breakfast
8:30–9:50 a.m.	Dave Vick —ABC Planning Process & Financial Snapshots Software
10–10:50 a.m.	Steve DeJohn—Overcome every objection before they occur!
11 –11:50 a.m.	<i>Keynote Speaker: Michael Port—Book Yourself Solid</i>
Noon–1 p.m.	Top Producer Lunch with Michael Port
1–1:50 p.m.	Mike Dressander—Product Profiles
2–2:50 p.m.	Top Producer Sessions 1–2 ( <i>Producers Choose One</i> ) <b>Topic 1:</b> Chris Shreves—Unique marketing techniques to set yourself apart ( <i>sometimes it's the little things</i> ) <b>Topic 2:</b> Drew Horter—Learn about Drew's Registered Investment Advisory firm and how Drew can help you succeed in the FIA market
3–3:50 p.m.	Top Producers Sessions 3–4 ( <i>Producers Choose One</i> ) <b>Topic 3:</b> Mike Jankowski—Working the high end client <b>Topic 4:</b> Nick Gerhardt—American Equity Compliance Attorney: How to avoid “challenges” in today's marketplace
4–4:50 p.m.	<i>Keynote Speaker: Michael Port</i>
5 p.m.	Conference day ends
6 p.m.	Optional agent dinner

## Friday, October 9

8 a.m.	Continental Breakfast
8:30–9:50 a.m.	Dave Vick & Steve DeJohn—Seminar Marketing ( <i>Our top 10 keys to seminar success</i> )
10–10:50 a.m.	Ron Grensteiner, President, American Equity: Learn how our #1 company is positioned for the future
11–11:50 a.m.	Dave Vick—401k National Marketing Program
Noon–1 p.m.	Lunch
1–1:50 p.m.	Top Producer Sessions 5–6 ( <i>Producers Choose One</i> ) <b>Topic 5:</b> Joe Stueber & Len Noll—Seminars, appointment setting, the sales process— How we set ourselves apart <b>Topic 6:</b> R. J. Wood—Learn about RJ's broker dealer J W Cole ( <i>very friendly to the FIA market</i> )
2–2:50 p.m.	Top Producer Sessions 7–8 ( <i>Producers Choose One</i> ) <b>Topic 7:</b> David & Katrina Savage—Church seminars: meet lots of new prospects on a favorable basis <b>Topic 8:</b> John Carlson—Working radio leads: WOW! There's gold in these leads!
3–4 p.m.	Steve DeJohn—Radio Marketing & DVD
4 p.m.	Conference ends