LOSS PREVENTION AND BRAND MANAGEMENT
TWO SIDES OF THE SAME COIN

“CONNECTING THE DOTS BETWEEN THE CARRIER, POOL AND MEMBERS FOR BRANDING AND TRAINING”

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AGRIP FALL EDUCATION FORUM
TWO SIDES OF THE SAME COIN

WHAT ARE THE POOL’S NEEDS?

- Loss History Frequency and Severity
- Top 20 Class Codes Incurred Losses
- Top 20 Frequency Claim Types
- Top 20 Severity Claim Types
- Other Data
WHAT IS YOUR POOL’S ANNUAL LOSS CONTROL SERVICE APPROACH PLAN?

- GOALS AND OBJECTIVES
- TRAINING PLANS
- TRAINING RESOURCES
- TRAINING PARTNERS
DEVELOPING THE POOL AND CARRIER GAME PLAN
ID POOL NEEDS TO CARRIERS TOOLS TO TRAINING IMPLEMENTATION
GET THE WORD OUT TO THE MEMBERSHIP ON AVAILABILITY
DEVELOP MULTI-YEAR PLAN
MEASURE PARTICIPATION
MEASURE RESULTS OF TRAINING TYPES
• Compare training to Top 20 tracking information
• If slow start results reshuffle and try again
• Measure results in 1–3 year timelines
• Partner up – Share information
• Do not be passive
• Take advantage of your carriers tools in the toolbox!!!!
• Downside of not using partners services