
Together in Denver with
our
AUL Agency Partners
JULY 28TH - 30TH



THE WESTIN
DOWNTOWN DENVER



ONE PARTNER. A TOTAL SOLUTION.

WEDNESDAY, JULY 28TH 2021

6:00pm

Welcome Reception

Join us for Food and Cocktails at Wynkoop Brewing Company.

Attire: Casual – Be comfortable, we know you traveled today.

Wynkoop is located at 1634 18th Street Denver, Co 80202 - 1/2 mile away from the hotel.

THURSDAY, JULY 29TH 2021

8:00 am - 9:00 am

Breakfast- Located in AUL Meeting Room

9:00 am - 9:20 am

Welcome and Opening Message

Paul McCarthy, SVP - Agency and Dealer Sales

9:20 am - 9:30 am

Day of Review

Jacqueline Swank, Director of Marketing

9:30 am - 10:00 am

Real World Scenarios and Opportunities

This is an exercise to learn what programs to best present utilizing real world scenarios that we have encountered in our 30 years of business.

Paul Leary, National Accounts Manager

10:00 am - 10:30 am

Get to Know the AUL Presentation Book

Lets review the new "AUL Dealer Presentation book". This easy-to use reference guide gives you comprehensive visibility into all AUL product offerings, eligibilities, value propositions and coverages.

Paul Leary, National Accounts Manager

10:30am - 11:00am

How to Win with AUL Products

Paul McCarthy, SVP - Agency and Dealer Sales

11:00am - 12:00pm

Deep Dive into AUL Winning Products

Learn the strengths of each product and how to position each:

We are going to discuss not only the coverages levels offered but where we are winning with them today. Each section will have data to support where the products fit within a dealer's offerings.

- o Absolute (ARC, Lease, Lifetime, CPO)
Paul Leary, National Accounts Manager
- o AUN & PTP
Henry Paoli, Business Development Manager
- o AUL-Tech & AM5
Tom Rollins, Business Development Manager
- o SNL/SNI & ES2
Matt Brady, Business Development Manager
- o GAP & Ancillary
Paul Leary, National Accounts Manager

12:00 pm - 1:00pm Lunch in the AUL Meeting Room

1:00 pm -2:30 pm Profit Participation Programs Re-imagined

Understanding which program is best for your dealer and how to make taxes and fees a thing of the past!

Rebecca Silvia, Profit Participation Manager

Guest Speaker, Keith Mahoney of Re Imagined

2:30 pm - 3:15 pm You Have an Opportunity! What Questions Should You Ask?

Together let's learn some strategies for developing a winning presentation.

AUL's BDM Team

3:15 pm - 4:00 pm Good News! Mr. Dealer wants to sign-up.

Let's discuss the proper steps to successfully onboard your new important customer.

Elisa Ramos, Account Executive

Penney Aronoff, Account Executive

4:00 pm - 5:00 pm I got the deal! What do I do now...

You won the business! Now, let's discuss the tools available to successfully and efficiently manage the account.

Paul McCarthy, SVP - Agency and Dealer Sales

Mandy Cahill, Sales Manager

5:00 pm Day-One Closing Words

AUL CEO & President, Jimmy Atkinson

6:30 pm Dinner at Ocean Prime

Please feel free to take a stroll to Ocean Prime which is .2 miles from the hotel. 1464 Larimer Street Denver, CO 80202

Attire for the evening is casual.

FRIDAY, JULY 30TH 2021

8:00 am - 9:00 am Breakfast in the AUL Meeting Room

9:00 am - 9:30 am **Welcome Back! And Day-One Recap**
Paul McCarthy, SVP - Agency and Dealer Sales

9:30 am - 10:00 am **Opportunities and Scenarios Final Look**
Now that we reviewed the products and programs and how they work for each opportunity, we are going to dig back in to the scenarios and help you create a winning offering for your specific opportunities.
Paul Leary, National Accounts Manager

10:00 am - 10:30 am **Yesterday we learned so much. Let's hear YOUR 30-second elevator pitch?**
If you participate you will receive a nice bottle of Napa wine delivered to your home!

10:30 am - 11:00 am **Claims Update - The new SMS text functionalities, eclaims, and other updates.**
Paul McCarthy SVP -Agency and Dealer Sales
Paul Leary - National Accounts Manager

11:00 am - 11:45 am **Guest Speaker- Award-Winning Sports News Broadcaster, Mike Haynes**

About Mike Haynes

Mike Haynes has been a professional sports broadcaster for more than three decades. His NHL broadcasting career began in 1996 as radio announcer for the Colorado Avalanche and continued with a transition to television in 2004. A winner of 5 Heartland Regional Emmy Awards Haynes is known for his many iconic Avalanche hockey calls including two Stanley Cup championships. Demonstrating his versatility, Haynes has proven his ability to take on any broadcasting situation by announcing 14 different sports during his career. A proud Hoosier, Haynes was inducted into the Indiana Sportswriters and Sportscasters Association Hall of Fame in April of 2019. A family man, he and his wife Victoria have two children, daughter Kiara and son Kian. Haynes continues to play and coach in local sports leagues.



12:00 pm - 1:00pm Lunch and **Raffle Time** in the AUL Meeting Room

Raffle Time! Must be Present to Win!

- *Las Vegas Agent Summit Passes, 2 night hotel stay at Bellagio and Limo pick-up to and from the airport*
- *10 \$50.00 AUL Visa Giftcards*
- *Plus, more great prizes!*