

Florida Department of Financial  
Services:  
Agent & Agency Conference Call  
Monday March 12, 2012

# Purpose of Conference call

- To communicate vital information to education providers and offer a channel for our providers to share information with the Department.

# Agenda

- Revised course submittal checklists
- Marketing material in CE Courses
- Ideas for Webpage Improvement
- Q&A from Providers
- closing

# Course Outlines

# Marketing Material in CE Courses

- Ineligible
  - Opportunities for improving sales
  - Seeking market potential or sales potential
  - How to position a product for sale
  - How to keep customers satisfied
  - How to use language to overcome sales objections

# Marketing Material in CE Courses

- Ineligible
  - Research of a buying market
  - Studying market trends
  - Improving sales techniques
  - Establishing a niche market
  - How to advertise
  - Testimonials

# Marketing Material in CE Courses

- Eligible
  - Ethics of marketing as it relates to Federal and state of Florida rules and statutes.
    - i.e., Rule against defamation of another company when discussing one's own
  - Rules and regulation of marketing as it relates to Federal and state of Florida rules and statutes.
    - i.e., Statutes that regulate how public adjusters can advertise their services.

# Ideas for Website Improvement



# Q & A

# Wrap up

- Next Conference call in May 15, 2012
- Communicate through  
[Education@myfloridacfo.com](mailto:Education@myfloridacfo.com)