

Coach Ann's Baker's Dozen



1. Make people “smile” or even laugh to help break the ice and warm up your connection!
2. When a customer or prospect asks you a question or has a concern - give them positive feedback.
3. People will invest in insurance (or anything else) if they feel it’s important to them!
4. Don’t try to convince people to buy!
5. When reaching out to new contacts, thank them for taking your call (avoid asking them “how are you”)!
6. Pushbacks are not necessarily “I don’t want to buy”!
7. Be prepared for objections!
8. Tie an emotional connection to your recommendations (customer hot buttons). Explain the “Why Behind the What”!
9. Listen with the intent to understand and not to reply.
10. Don’t multi-task!
11. Don’t sell out of your own pocketbook!
12. Keep your “opportunity” funnel full by meeting your activity goals!
13. The answer is always, “NO” if you don’t ask!

Meet Coach Ann

Ann Cohan, President of The Marvis Center, founded the firm in 1992 after thirteen years of corporate experience in sales, sales management, and training with both Savin Corporation and Sprint – leading the training and development departments for both organizations. Using her corporate experiences as a base, she created MARVIS which serves clients around the world – from small, local insurance agencies to Fortune 500 giants.

Ann assesses the needs of Marvis’ clients and prescribes real-world, no-nonsense treatment programs that include: training seminars, personal coaching and mentoring, marketing support, consulting, accountability tracking tools and bonus plan, and motivational seminars that are geared to help businesses increase profits, improve performance, enhance customer satisfaction, and boost employee motivation.

Specialty in Insurance:

- Ann is an approved Motivational Speaker for the Company

- Since 2002 Ann has been working with Insurance Agents, Team Members, and the Company throughout the enterprise.
- Since 2008 Ann has been working EXCLUSIVELY in the insurance industry by providing:
 - Personal Coaching and Business Support to Agencies
 - Sales Coaching Workshops
 - Coaching the Coach Seminar for Agent Owners and Managers
 - Customer Service Workshops
 - In 2017, Ann started a partnership with Tom Hegna and they have been rolling out “Writing 70 Life Apps in 70 Days” workshops throughout the country.

Products and Keynote Presentations:

- Developed The Marvis Center Performance Tracker© for her insurance clients to capture key sales activities to maximize performance
- Keynote speakers at Women’s Symposium; Fall Kick Off Meetings (Pacific Northwest; Canada; Arizona; California); Guest Presenter at Study Group Meetings; MDRT Forums.
- Presenter at LOMA Conference in New York City: *“Turning Managers into Leaders”*
- Published audio CD’s for the insurance-industry
 - *“Making Insurance Sales Really Work”*
 - *“Making Client Meetings Really Work”*