



# Wisconsin Medical Society

## Insurance & Financial Services, Inc.

January 16, 2008

Dear Jason,

I would be happy to summarize my thoughts regarding the program you presented to our agency on September 25, 2007. I have expressed my appreciation to both PIC Wisconsin and ProAssurance for their sponsorship of the program.

I'm always very cautious with our agents' time, especially with seminars and meetings, because agents are paid only if they sell and retain business. Days out of the field are nonproductive days and they must always be worthwhile for the agents. All of the feedback I received from the agents and staff was very positive for the day we spent with you. They felt the session was informative, thought provoking, inspirational, and helpful in their goals. Most of our experienced agents spoke about the necessity of going "back to the basics" for honing sales skills and they found the program excellent in that exercise.

As I shared with you, our staff took the notes from the meeting and created a sales tool specifically for our agents with the answers to many of the questions they face daily. I had nothing but positive comments on that follow up sheet and a number of agents mentioned that they would study and use it regularly.

I wish you continued success and I thank you again for your interest in the Wisconsin Medical Society Insurance Corporation.

Sincerely,

Ellen M. Rohrdanz, RHU, CEBS  
President & Chief Operating Officer