

Introducing the Patriot Insurance Agency Academy

Patriot Insurance is proud to announce the creation of a new education program for our agencies: the **Patriot Insurance Agency Academy**.

We understand the need for education in your agencies at every level – from sales techniques to understanding the modern buyer; training to retention. That’s why Patriot Insurance seeks to provide a world-class agency education experience that goes beyond product and systems training.

Our first course, **“The Indispensable CSR,”** is a unique opportunity to deepen your skills as a CSR and help your agency grow.

After attending this event, you’ll be able to:

- Implement effective questioning techniques focused on uncovering the need behind the need
- Demonstrate the value of cross selling to the customer and agency
- Effectively sell and market both over the phone and on social media
- Model a contagious personal brand to customers and within your agency

For more information and a complete agenda, [click here](#).

The Indispensable CSR will be held from 9 a.m. until 3:30 p.m. on the following dates:

- Sept. 24 – Bangor, Maine
- Sept. 25 – Yarmouth, Maine
- Sept. 26 – Concord, New Hampshire
- Sept. 27 – Burlington, Vermont

Space is limited and deadline to register is Sept. 10. Lunch will be provided.

To register for one of these courses, click on the date above.

We look forward to providing you additional great educational offerings in the months and years to come.