

# CSR DEVELOPMENT CONFERENCE

Scan this code to register today!



**Nov. 8-9, 2023**

Hybrid | Jefferson City or Online

Join us for the 13th annual CSR Development Conference! This event was developed around the specific needs and unique skill set of CSRs from any sized agency.

## Sheldon Snodgrass

J. Sheldon Snodgrass, a US Army Airborne veteran and nationally ranked triathlete, has spent thousands of hours coaching soldiers, skiers, white water rafting guests, high school athletes, masters level ultimate teams, and insurance industry professionals around the world.

Sheldon earned an MBA from UMass Isenberg School of Management, and became an entrepreneurial business planning instructor through the NxLevel Education Foundation. He is also a "Certified Guerrilla Marketing Coach" whose book chapter on salesmanship helped propel Guerrilla Marketing on the Front Lines to an Amazon.com bestseller.

In 2002, Sheldon launched SteadySales.com to help service people sell. He's coached hundreds of insurance agencies and thousands of CSRs in collaboration with dozens of national and regional carriers, state associations and industry partners.

Sheldon delivers energetic, emotive and entertaining content that translates our best intentions into the spark of action. His energetic coaching flows from two guiding principles: lovingly meet people where they are and ignite their own desire to improve.



## Schedule

### Wednesday, November 8

**REGISTRATION**  
11:30 AM - 12 PM

**OPENING NETWORKING SESSION AND LUNCH (IN-PERSON ONLY)**  
12 - 1 PM

An ice breaker will allow for networking as well as some fun! Lunch will be served.

**CSR SALES MASTER CLASS**  
1 - 5 PM

**Speaker: Sheldon Snodgrass**

Ignite your sales confidence, comfort and success as you become a catalyst for agency growth and client retention. Through entertaining lessons you will learn to cross-sell and upsell, handle objections, generate referrals and close new business inquiries with greater consistency and joy.

**BOWLING AT STRIKERS (Optional, \$25/person)**  
6 - 8 PM

Includes soft drinks, pizza and a few hours of unlimited bowling.

### Thursday, November 9

**CSR SALES MASTER CLASS (CONT.)**  
8 - 11 AM

**Speaker: Sheldon Snodgrass**

**TIME MANAGEMENT MASTERY FOR ANY BUSY CSR**  
11 AM - 12 PM

**Speaker: Sheldon Snodgrass**

Learn to apply the foundational pillars of successful time management so that you can accomplish more of what you must do and want to do with greater effectiveness, ease and joy.



Missouri Association of  
**INSURANCE AGENTS**