

**Producer - Property & Casualty  
(Commercial Lines)  
Success Profile**

**About Us:**

Founded in 1938, Guy Viti Insurance Agency, along with Viti Financial Services, has grown to become one of the most highly regarded insurance and financial services firms in Illinois. We serve individuals, businesses and other organizations with a broad range of high-quality insurance products to protect their most precious assets and provide peace of mind so people can live their dreams.

Commercial insurance is designed to protect business owners by minimizing the risk and lessening damage to the business from losses such as accidents, thefts, lawsuits, vandalism, etc. We represent many A+ insurance companies and insure any business from start-up to small, mid-size and large multiple location franchise organizations.

**Commercial Lines Coverages Offered by Guy Viti Insurance:**

- General Liability
- Business Auto
- Worker's Compensation (WC)
- Directors & Officers
- Business Personal Property
- Professional Liability / Errors & Omissions
- Property Coverage
- Liquor Liability
- Employee Benefits Liability
- Database & Technology
- Hired & Non-Owned Liability
- Employment Practices Liability (EPLI)
- Umbrella
- Kidnap & Ransom
- Bonds

### **The Opportunity:**

At the Viti Companies, our employees have the unique opportunity to carve their own career path based on their professional ambitions and strengths. As a 3rd generation family owned business, we treat each other like family, and reward driven employees who exceed performance expectations. We pride ourselves on taking care of our employees including Employee Appreciation Days, Employee Outings, Holiday Parties, Employee of the Month and a day off on your Birthday.

This Commercial Lines Producer will be joining us during an exciting time of rapid growth with a goal to achieve \$1.1 million in new business for commercial lines in 2021. To achieve our revenue goal, we are actively investing in our employees and looking to grow our team even more in the next 12 months. We are very excited and proud to be one of Insurance Business America's Top Insurance Workplaces in 2020 and will continue our endeavors to make this a truly great workplace.

### **Core Values:**

- **Integrity:** We never compromise on doing what's right and ethical.
- **Professionalism:** When you care, then you approach your job differently. Represent yourself and the company in a professional manner.
- **Client Advocate:** Clients come to us because of Viti's amazing reputation. Therefore, we make decisions based on the client's best interests.
- **Community:** We pride ourselves on partnering with the community and giving back to others.
- **Loyalty:** Our employees treat this business as their own. As a result, we properly reward employees for their hard work and commitment to us.

### **Job Mission:**

The Commercial Lines Producer is ultimately responsible for developing a pipeline of new clients through direct and indirect customer contact and prospecting with follow-up leads to identify business opportunities. The position is responsible for making initial contacts and developing relationships with prospective clients that grow into business opportunities. Networking and developing contacts across the community for opportunities is an important aspect of this position.

## Performance Scorecard:

The Commercial Lines Producers' performance will be measured by hit ratio, total new business revenue and assisting to maintain an 85% retention rate annually. The Viti Companies conducts a Mid-Year Review and Monthly Audits to identify potential employees who need may need additional support and direction to ensure goal is met before the Annual Performance Review.

## Key Competencies:

- **Prospecting:** Ability to comprehend various businesses and the related challenges of those sectors. A talent for asking the right questions and providing the appropriate solutions.
- **Energetic & Optimism:** Expects to succeed. Remains resilient in the face of difficulties.
- **Ownership & Building Rapport:** Create emotional engagement and help clients consider new ideas. Owning one's actions and getting the job done.
- **Organizing:** Uses resources effectively and efficiently. Arranges information and files in a useful manner.
- **Problem Solvers:** Can quick identify the problem, think creatively to develop ideas to solve that problem, implement the best solution.
- **Time Management & Prioritization:** Uses time efficiently and effectively. Quickly knows which tasks will help or hinder the accomplishment of a goal. Able to eliminate trivial roadblocks and focus on the critical.
- **Learning on the Fly:** Not afraid to take risks and try solutions that have never been tried before. Being quick to learn and apply first-time solutions.
- **Dependable:** Recognizes the importance of completing certain tasks and responsibilities in an efficient and high-quality manner. Follows through and meets commitments.

## Responsibilities

- Use effective business strategies to create and execute a business development plan for new business that enables the organization to meet financial goals and objectives.
- Identify and cultivate new prospects through network relationships, strategic partners, and industry events and through direct prospecting efforts.
- Understand the business and competitive landscape. Identify the strengths and weaknesses of alternative solutions to complex problems, conclusions, or approaches to problems and what options may be most appropriate to meet a prospect's needs.
- Identify centers of influence that can assist with developing leads or with making inroads to potential clients.
- Develop relationships and perform analysis with prospective clients to understand their organization, key decision makers, and business needs.
- Meet sales goals and retain relationships with key stakeholders after prospects become clients with an eye toward cross-sell and round-out opportunities.
- Understand principles and methods for showing, promoting, and selling products services. This includes marketing strategy and tactics, product demonstration, and sales techniques.
- Select or assist customers in selecting products based on customer needs, product

specifications, and applicable regulations.

**Qualifications:**

- Bachelor's degree or equivalent combination of education and work experience.
- Illinois Property and Casualty License preferred, but not required.
- Knowledge of principles and methods for presenting, promoting, and selling products or services. This includes marketing strategy and tactics, sales techniques, and sales administrative systems.
- Knowledge of general business principles, strategic planning, resource allocation, organizational structures, and operational needs.
- Working knowledge of AMS360 agency management system preferred, but not required.
- Excellent verbal and written communication skills.
- Requires travel to networking, prospect, and client locations.
- Strong organizational skills and attention to detail.
- Proven success in a customer service setting.
- Ability to multitask and to perform well in a fast-paced environment.
- Self-starter who is driven and who thrives on managing your own workload.
- Proficient in Word, Outlook, and Excel.

**Equal Opportunity Employment** *We're an **equal opportunity employer**. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.*