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*For Immediate Release*

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## **Merchants Insurance Group Hosts First “Producer Training School” for Agency Personnel**

**BUFFALO, NY, December 15, 2011** – Merchants Insurance Group recently concluded its first-ever insurance producer training school at the company’s headquarters in Buffalo, NY.

The five-day, hands-on seminar, which ran from November 13-18, was created to give Merchants’ partnered agency personnel new sales strategies geared specifically to the insurance industry, as well as special insurance coverage information from partner companies and Merchants’ latest offerings.

To ensure close interaction among participants and instructors, and a more personalized experience, the seminar was limited to the first 25 approved applicants.

The coursework included:

- The “Dynamics of Selling,” a two-and-a-half day interactive sales program for insurance professionals. In addition to valuable sales techniques, this seminar qualified participants for CIC, CISR or CRM update credits.
- A one-day seminar from Hartford Steam Boiler (HSB), a specialty insurance coverages company and Merchants’ partner, which included

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identity recovery coverage and employment practices liability. Agents from certain states were also able to receive continuing education credits for this session.

- Information from Merchants, presented from an agent's perspective, such as loss control, claims, commercial lines products and their new social media platform, "Merchants On-Demand".

Merchants Insurance Group offers personal and commercial insurance through a network of more than 600 independent insurance agents throughout the Northeast and North Central United States. With corporate headquarters and regional operations located in Buffalo, N.Y., Merchants also operates offices in Hauppauge, N.Y.; Moorestown, N.J.; Bedford, N.H.; and Columbus, OH. Merchants' website can be accessed at [www.merchantsgroup.com](http://www.merchantsgroup.com).