



The insurance industry has experienced significant change over the past ten years, which has made the pressure to perform greater than ever. Government regulations, increased competition, and more demanding consumers are just some of the pressures facing the modern insurance firm. In addition, companies have instituted a variety of reengineering and downsizing initiatives, creating increased internal conflicts as managers compete for limited resources.

SMS has worked with dozens of insurance organizations to provide the skills that individuals need to excel, not just survive, in this difficult environment. Following are some recent examples of work we have done:

- Trained the information systems staff of a large Midwestern insurance company to reduce conflict and reach quality agreements with internal stakeholders through the use of negotiation skills.
- Developed a cadre of sales trainers to deliver a customized sales negotiation program to the entire field sales force selling managed healthcare services.
- Offer our influence and negotiation skills programs as part of an ongoing leadership development curriculum of a major insurance firm whose managers come from property and casualty, healthcare, international, and staff divisions.
- Trained a company's legal auditing staff, comprised of auditors and attorneys, to adopt a negotiation framework to help them reduce legal expenses and obtain additional value from law firms with whom they work.

SMS provides on-site programs, consulting services, public workshops, and trainer certification options. Founded in 1976, we currently work with clients in 40 countries and in 15 languages.

For further information on how SMS can help your organization, please contact your Account Manager or SMS. We will be happy to provide references from clients in the insurance industry.

*Our clients in the insurance industry include:*  
Aetna U.S. Healthcare • CIGNA • CNA Insurance Companies • Prudential • Safeco • UNUM

