



# TAKE A WALK IN THEIR SHOES

**Marketing Development Trainees Travel a Unique Road to Success**

*“Owatonna, Minnesota?”*

*“Where’s that?”*

*“How do you pronounce it?”*

These are just a few of the initial questions newly-hired Marketing Development Trainees (MDTs) have before coming to Owatonna for their 32 weeks of training. It takes a uniquely adventurous and ambitious individual to relocate and embrace the career opportunity Federated presents. MDTs not only face high performance expectations, but also the uncertainty and challenges associated with moving across the country and starting a new career.

## **BEFORE THEY ARRIVE**

Every MDT undergoes an extensive interview process before being offered a position. Some District Marketing Managers estimate that, for every 50-60 applicants, only two to three individuals are a good match for Federated and are offered positions. Once hired, their work begins—before they even start their formal training. MDTs must first study for and pass all of their state insurance licensing exams before they can pack up and move to Owatonna.



Don't forget, they also need to find a place to live. Consider the fact that trainees are moving from throughout the country and their renting decisions are based upon phone calls, Internet searches, and Federated's relationships with area landlords. Trainees can choose to have a roommate or not. There are a variety of options available for trainees that are single or those with families.

Another aspect of the MDT experience to consider is that trainees are not assigned a specific territory when they are hired. While they have had discussions with their hiring managers on territory preferences, they do not know their final territory assignments until later in the MDT program. Often, trainees are on pins and needles wondering where their territory assignment will take them. Having faith in their hiring managers is critical at this point.

### A Family Member's Perspective

*"I had no idea what it would be like moving across the country for my husband to participate in the MDT program. We had reservations about many things, including those winter temperatures! Our new Federated family helped make the transition and our time in Owatonna a great experience."*

Spouse  
Relocated from Texas

*"You don't understand what 'Federated family' means until you get to Owatonna. The company and people truly care about you and will go out of their way to make the experience amazing."*

Spouse  
Relocated from Mississippi

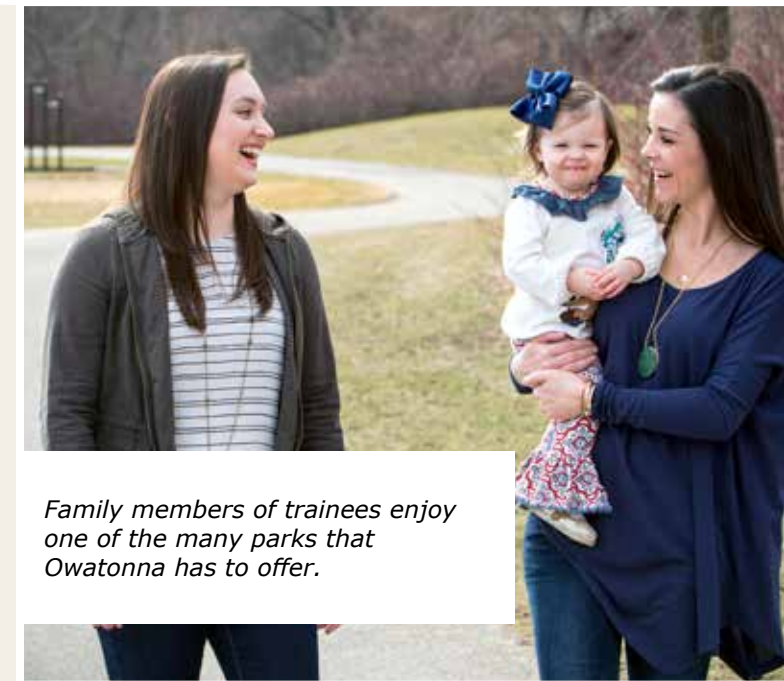
### THE TRAINING PROGRAM BEGINS

Once all their questions, concerns, and housing decisions are resolved, MDTs and their families settle into Owatonna and begin the formal training period. The MDT program is broken down into three segments: Phase I, Phase II, and Phase III. The segments build upon each other, giving trainees the opportunity to gain knowledge and develop the habits of a successful marketing representative.

So what does an actual day look like? Shown at right is a day taken from Phase II of the MDT program. The expectations are high, but Federated provides the level of support needed to build this career foundation. Support also comes from the various departments and experts the trainees interact with, including Life Marketing, Business Coordination Center, Client Contact Center, Underwriting, and Home Office Marketing.

### AVERAGE DAY OF A PHASE II MARKETING DEVELOPMENT TRAINEE

5:00 a.m.	Alarm goes off
5:45	Quick review of proposal
6:15	Mock property & casualty proposal with Learning Center trainer
7:00 – 7:30	Desk time preparing for quiz on our disability income product and tomorrow's sales competition role play
7:30 – 8:00	Quiz on disability income
8:00 – 11:30	Classroom session covering workers compensation (effect of experience modification factor, managed care, net vs. gross state, etc.)
11:30 – 12:30	Lunch at ATA Café with classmates
12:30 – 2:00	Cultivation technique exercise on leveraging our advantages in the workers compensation line of coverage
2:00 – 3:00	Classroom session covering intranet documentation on how to program workers compensation for various types of businesses
3:00 – 4:00	Meeting with Learning Center trainers to discuss Fed Talk presentation due in two weeks on Prospect Cultivation Loop
4:00 – 4:30	Finalizing and sending weekly review to district marketing manager
4:30 – 5:30	Finish up study guides for tomorrow's class content
5:30 – 7:30	Free time
7:30 – 8:30	Softball game playing for a Federated team
8:30 – 10:30	Clean up, work on Fed Talk, study, get some rest



*Family members of trainees enjoy one of the many parks that Owatonna has to offer.*

### CAREER-LONG LEARNING AND SUPPORT

While the Marketing Development Training program ends, all Federated employees know educational opportunities and support are ongoing. Newly placed Marketing Representatives work closely with District Marketing Managers, Learning Center trainers, and home office staff to continue building insurance expertise.

Marketing Representatives that attended the MDT program will come back to Owatonna for three additional training seminars. The first is the Life/Disability Income and Estate Planning Intermediate Seminar. Marketing Representatives attend the week-long seminar after six to seven months in the field. The next seminar is the Marketing Professional Development Seminar. This is also a one week seminar with the majority of the week taught by two Regional Marketing Managers focusing on sales skills and implementation of the Business Plan. This seminar is held after about 10 months in the field. The final seminar is the Advanced Seminar. An invitation to this seminar is earned by Marketing Representatives who meet specific performance objectives and is also one week long. The earliest a Marketing Representative can attend this seminar is after 16 months in the field.

It's often noted that no other insurance company has anything that compares to Federated's training program. With the support of all Federated employees and the Owatonna community, each and every participant will look back on the program as a positive experience on the road to success.

### TRANSITIONING INTO A TERRITORY

Most trainees immediately relocate to their assigned territories. However, some trainees either do not have an assigned territory and/or are needed at the home office to service Federated clients in open territories.



*Phase II trainees in class as the trainer discusses the Federated Mission Statement.*



*Phase III trainees presenting our Drive S.A.F.E.R message to a local business.*



## Owatonna, Minnesota

Owatonna is a growing community of 25,000 known for combining the benefits of a large city with the friendliness of a small town.

