



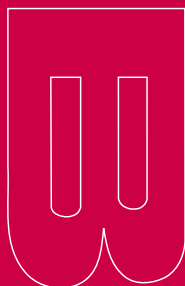
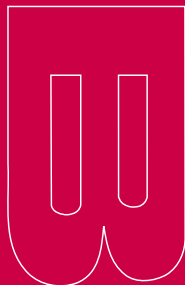
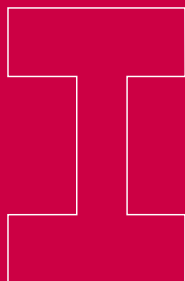
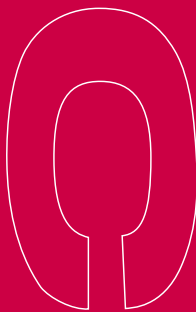
CPI ADVANCED PRODUCER SCHOOL

*Signaturesm Account Acquisition
& Development*

November 17 – 20, 2003



*Sponsored by the Chubb Group
of Insurance Companies*



ABOUT THE PROGRAM

Chubb Personal Insurance (CPI) is proud to offer the Advanced Producer School, *Signature* Account Acquisition & Development for experienced personal lines producers. This exciting new program represents our commitment to the continuing development of our personal lines producers. Chubb seeks to promote professional education in the industry and to help independent agencies in their mission to attract, train and retain top talent.

WHO IS ELIGIBLE

The CPI Advanced Producer School, *Signature* Account Acquisition & Development is a unique program designed for experienced inside and outside sales people who focus on selling personal insurance to high-net-worth clients. Participants should have a minimum of three to five years of experience in personal lines and hold a property and casualty license. Enrollment will be limited to 25 participants.

COURSE DESCRIPTION

The CPI Advanced Producer School is designed to provide a true competitive advantage to producers who seek to differentiate themselves in the personal lines market. The program aims to enhance our agents' knowledge and expertise when catering to the unique and highly sophisticated insurance needs of high-net-worth individuals.

The program will provide focus on the key issues and sales techniques necessary to effectively sell personal lines insurance to the affluent.

The School will offer an in-depth look at:

Selling to the Affluent – Explore the needs and buying behaviors of the high-net-worth customer.

Risk Evaluation – Analyze and evaluate processes for creating customer profiles and handling large personal lines accounts.

Understanding the Unusual Exposure – Examine the hard-to-place exposure, with an emphasis on joint ownership, limited liability ownership, family office and family trusts.

Selling Against the Competition – Identify Chubb's true differentiators and debunk myths espoused by key competitors.

Dealing With the Risk Manager – Discuss the needs of professional insurance managers and how the sale changes when there is a third party involved.

Financial Metrics for Personal Insurance – Gain a better understanding of the numbers side of the personal insurance industry.

Retention Strategies – Explore best practices for maintaining customer loyalty and retaining key accounts.

Understanding the Fine Arts Market – Spend a day in New York City visiting auction houses and meeting with experts in the field of fine arts who will discuss fine arts, collectibles and the auction process.

Best Practices Panel – Producers experienced in the development of the *Signature* market segment share their expertise and best practices with the group.

CONTINUING EDUCATION CREDIT

All of the technical components of the program are pending approval for CE credits in each state. This gives participants the bonus opportunity to achieve practical skills and fulfill some of their CE requirements at the same time. Credits will vary by state.

COST

This special Chubb School is offered at a fee of \$750, which includes the participant's hotel room. Continental breakfast will be provided each day, and we will host one dinner during the week. Agents are responsible for their other meals and their travel expenses.

DATES AND LOCATION

Date: November 17 – 20, 2003
Time: Monday, Tuesday, Wednesday
8:30 a.m. – 5:00 p.m.
Thursday 8:30 a.m. – 11:00 a.m.
(Arrival on Sunday evening, 11/16/03)

Location: Chubb Group of Insurance Companies
202 Hall's Mill Road
Whitehouse Station, NJ 08889-1615

HOW TO REGISTER

Please call your local Chubb Personal Lines Manager or Marketing Specialist to request an application. Seating in this school is limited, and registrations will be accepted on a first-come, first-served basis.

ABOUT THE CHUBB GROUP OF INSURANCE COMPANIES

Since its founding in 1882 as a marine insurer, Chubb has built a reputation for financial strength; a fast, fair approach to paying claims; and a responsiveness to customers, agents and brokers. Chubb now participates in virtually every line of property and casualty insurance. It is well known for its unparalleled personal insurance products and for its innovative programs for companies in the electronics, financial services, biotechnology, telecommunications and energy industries, as well as for its multinational capabilities. Today, Chubb has over 133 offices in 31 countries throughout Europe, North and South America, Asia and Australia.

Chubb Personal Insurance offers products for individuals with fine homes and possessions who require more coverage choices and higher limits than standard insurance policies. Chubb is a recognized industry specialist at insuring yachts valued at \$1 million or more. As a preeminent insurer of jewelry, antiques and fine arts, Chubb responds to the global needs of serious collectors.



Chubb Group of Insurance Companies
Warren, New Jersey 07059
www.chubb.com/personal

Chubb refers to the insurers of the Chubb Group of Insurance Companies.
Not all insurers do business in all jurisdictions.