



INSURARISK UNIVERSITY
CREATING TOP PERFORMING AGENTS

TYLER JENSEN

TRAINER, SPEAKER & ENTREPRENEUR

MEDIA GUIDE



MEET
Tyler Jensen

Founder of InsuraRisk University
Speaker on Top Performance
Certified Insurance Counselor and Personal Risk Manager
Optimist Coach

Whether it's selling to a client, overcoming an objection, recommending coverage, setting goals, hiring employees, creating a culture, strengthening your family, or bettering yourself; it takes optimism. Tyler is a nationally respected insurance trainer. He has trained hundreds of licensed insurance agents across the United States. He has provided mentorship and training to dozens of new agency owners in Utah as a field training consultant. Tyler received a bachelor's degree in business administration from Weber State University, is a member of the Society of Certified Insurance Counselors (CIC), a Certified Personal Risk Manager (CPRM), and was the owner of Tyler Jensen Agency, Inc. During his time as an agency owner, he earned the companies the Blue Vase Award and was

also awarded Best Insurance Agency in his local community. As a national speaker and founder of InsuraRisk University, Tyler shares his accumulation of knowledge and experience gained over the last ten years in the training and insurance industry. His insights on optimism can help any agent experience top performance in their business and personal life. During the last several years, Tyler has studied the topic of top performance and discovered that top performance can be found anywhere, by anyone, in any activity, and in different moments. Every individual who was executing in top performance followed four key principles, which he teaches. Tyler is a native of Utah and currently resides in Ogden, Utah, with his wife Melodie and their three children.



President of InsuraRisk University

As an insurance agent, the pursuit of top performance was an aspiration that fueled my ambition and guided my professional endeavors. The quest for top performance persisted throughout my tenure as a field training consultant, affording me unique insights into the principles underpinning top performance. Through extensive study and firsthand observation, I discerned the leading causes that hinder top performance and created a roadmap to overcome them.

In the InsuraRisk University, you will develop resilience, positivity, and strategic thinking that will transform your agency into a successful business. Our focus on optimism permeates our application of the InsuraRisk sales process, which will shift you from price-based to value-focused sales. You will be provided with scripts, tips, and strategies that will enhance client interactions, generate referrals, and optimize your agency's systems. You will gain substantial knowledge of the insurance industry and understand the importance of ongoing education. Overall, this is a comprehensive guide for insurance professionals. It will walk you through practical tools and insights to drive business success and foster positive workplace cultures.



Online University

The Best Insurance Agency Training

Live Your Best Life

Proven Four Step Process

TOP PERFORMANCE ROADMAP

Focus

Business Development

Strategic Planning

Goal Setting

Culture Development

Quality Leadership

Power

P&C Knowledge

Life Insurance Knowledge

Psychology of a Buyer

Psychology of an Appointment

Objection Practice

Systems

P&C Sales System

Life Insurance Sales System

Employee Systems

Overcoming Objections System

Referral Systems

Optimism

Top Performance Framework

The Optimist





Coming into the insurance industry, I knew very little about even the basics. After working with Tyler and going through his training, I feel as though I have become a 5-year veteran overnight. There are so many little details, specifics, and options that you need to truly understand to tailor your clients' needs as well as possible; and Tyler's training does an impeccable job at achieving that quickly. The education has helped me achieve my business revenue goals by providing the right coverages to clients and being able to spot gaps in their current coverages. I truly attribute my success and knowledge to Tyler's training and his wealth of knowledge in the industry!

Jon Robinson



When I started, I knew nothing. I did not even understand what the coverages meant as far as vehicle or home coverages. After going through Tyler's training, I felt like I was very educated about the insurance industry. I have continuously turned back to this training over the last few years as I run into new situations. Because of his teachings I have been able to achieve Blue Vase Elite, Rookie of the Year on both life and PC, Heritage, Pace Setters, the Vanguard twice, and two paid vacations through my company. None of this would have been possible without Tyler's training. I am so very thankful for him!

Steve Miller



Tyler is very knowledgeable with all the ins and outs of insurance. When I first started this journey, I had been working for an agent for several years and his training still answered many questions I had about insurance. Also, I had zero experience with life insurance. His training on life insurance is amazing! The way he writes it out helps it make sense and it gives you a great way to show your clients so that they can also understand. Because of this training I was able to achieve a company award my first year! Definitely recommend having Tyler train all new agents! 10/10!

Tylee Hague



Coming into my current position as an agent, I knew a lot about insurance because of my time working for another company. My new role owning an agency included all sorts of new processes and procedures. Most of it felt foreign to me from what I was used to all those years working for an agent. It felt like learning a new life! After working with Tyler, I now have a greater understanding of how to be a more productive agent. Tyler's teachings have helped me achieve goals in my agency that have been set by the company when I thought I had no chance. His training continues to help not only me but my staff as well. My office wouldn't run without the help Tyler's insights have offered each of us!

Canyon Vance





WHAT YOU NEED TO KNOW TO SOUND LIKE YOU KNOW TYLER'S CONTENT

TYLER STUDIES THE PSYCHOLOGY OF TOP PERFORMANCE, OPTIMISM, AND THE INSURANCE INDUSTRY

Top performance is an ongoing pursuit. Almost everyone has experienced top performance in some instance in their life, yet the continual process of staying in top performance is what empowers you to live your best life.

You need to understand and implement the four key pillars to maintain a high level of performance. The problem keeping us from achieving greatness stems from our natural human nature of pessimism.

In most cases, people view the world through a negative lens that prevents them from taking the required action to be a top performer on a regular basis. They fall victim to fear, negativity, and complacency.

Pessimism

Pessimism is costing your business thousands of dollars every year for every employee.

If you don't start with the correct mindset, your natural tendency is to move down the road of complacency. You become stuck and don't have the ability to progress. Pessimism causes you to:

- Have poorer decision making
- Be more cautious
- Create more fear
- Project unfavorable outcomes
- Hinder your motivation
- Decrease your ability to complete tasks

Pessimism is a great risk to every business and agency. The lack of being able to perform at top performance leads 80% of new agencies to close their doors in the first five years.



The Key to Top Performance

Tyler delivers an engaging and insightful presentation on achieving top performance through the power of optimism and focused action. Drawing from personal stories and real-life examples, Tyler emphasizes the importance of audience engagement, overcoming adversity, and maintaining a positive mindset. By recounting his inspiring journey early in his career and sharing a touching personal anecdote about a neighbor's battle with cancer, Tyler illustrates how optimism can transform even the most challenging situations into opportunities for growth. The speech includes interactive activities and practical strategies, such as the Day of Optimism Challenge and mindfulness techniques. These strategies will help participants cultivate a positive outlook and enhance their decision-making and productivity in the workplace.

A key highlight of the presentation is Tyler's top performance framework, which comprises four pillars: systems, power, focus, and action. By sharing a humorous and relatable story about a personal trial involving surgery, Tyler demonstrates how to find humor and positivity in difficult circumstances. The framework emphasizes the importance of creating robust systems to guide and support individuals, harnessing personal power to overcome obstacles, and maintaining a sharp focus to achieve goals. Tyler explains how these elements work together to propel individuals toward their best performance, drawing on personal experiences and practical advice to make the concepts relatable and actionable.

The speech concludes with a powerful reminder that our focus dictates our perception and outcomes, encouraging participants to consciously choose optimism every day. Attendees are challenged to shift their focus from the negative to the positive, enhancing their emotional state and overall well-being. Tyler also underscores the significance of continuous improvement and the journey of self-development, inspiring the audience to elevate their personal and professional lives. By incorporating actionable insights and motivational anecdotes, Tyler empowers participants to embark on their own journeys toward top performance and lasting success.

Jennifer Deppe, GA

"All I can say is WOW! Tyler spoke at our state Sales Association event. He had my full attention with his humor and great stories. I wasn't the only one who had his full attention with the techniques in his teaching. Bringing real life examples to remember the material was incredible for me to take back to my real-life work environment. Truly helpful and can't wait to see him speak again!"

Elissa Mason, UT

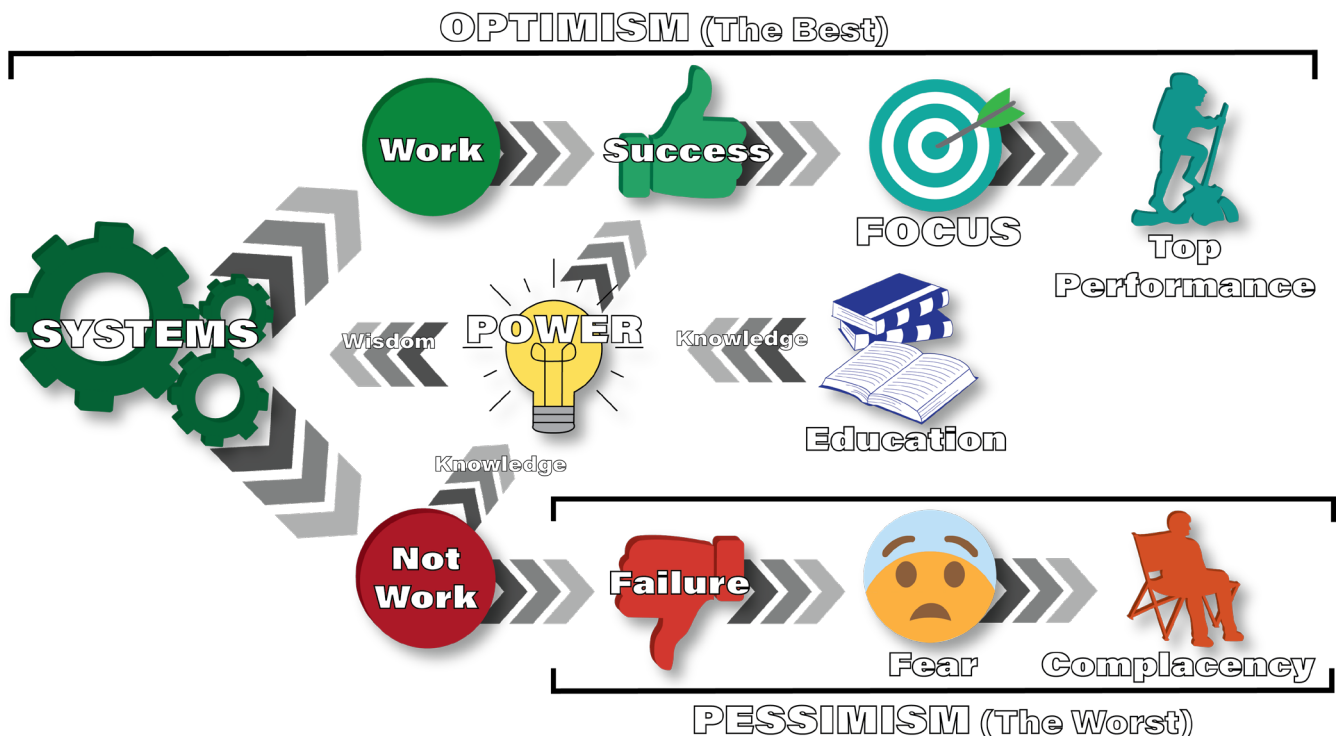
"Tyler's presentation at our Federation Gala was a game-changer for me. His powerful delivery, combined with the practical knowledge he shared, has undoubtedly contributed to my personal and professional growth. I am grateful for his expertise and the positive impact he has had on my knowledge of the business."



TOPIC 1 - POTENTIAL INTERVIEW QUESTIONS

The Four Secrets of Top Performance

- Question 1** What is keeping me from being a top performer?
- Question 2** How did you get to where you are? Is your personal experience one that lends itself to the study of top performance?
- Question 3** In your work, you describe an analogy of summiting a mountain to top performance. Can you explain that?
- Question 4** Can you talk to me a little bit about our natural trajectory in life and business?
- Question 5** What is the value of having systems in our business?
- Question 6** According to your experience, what is the secret to success?
- Question 7** According to your experience, how should we respond to trials?
- Question 8** You mentioned that our natural tendency is toward negativity. How can we see more positivity?
- Question 9** Can you talk to me a little bit about what separates those who stay as top performers and those who resort back to complacency?
- Question 10** What is the value of continuous education?





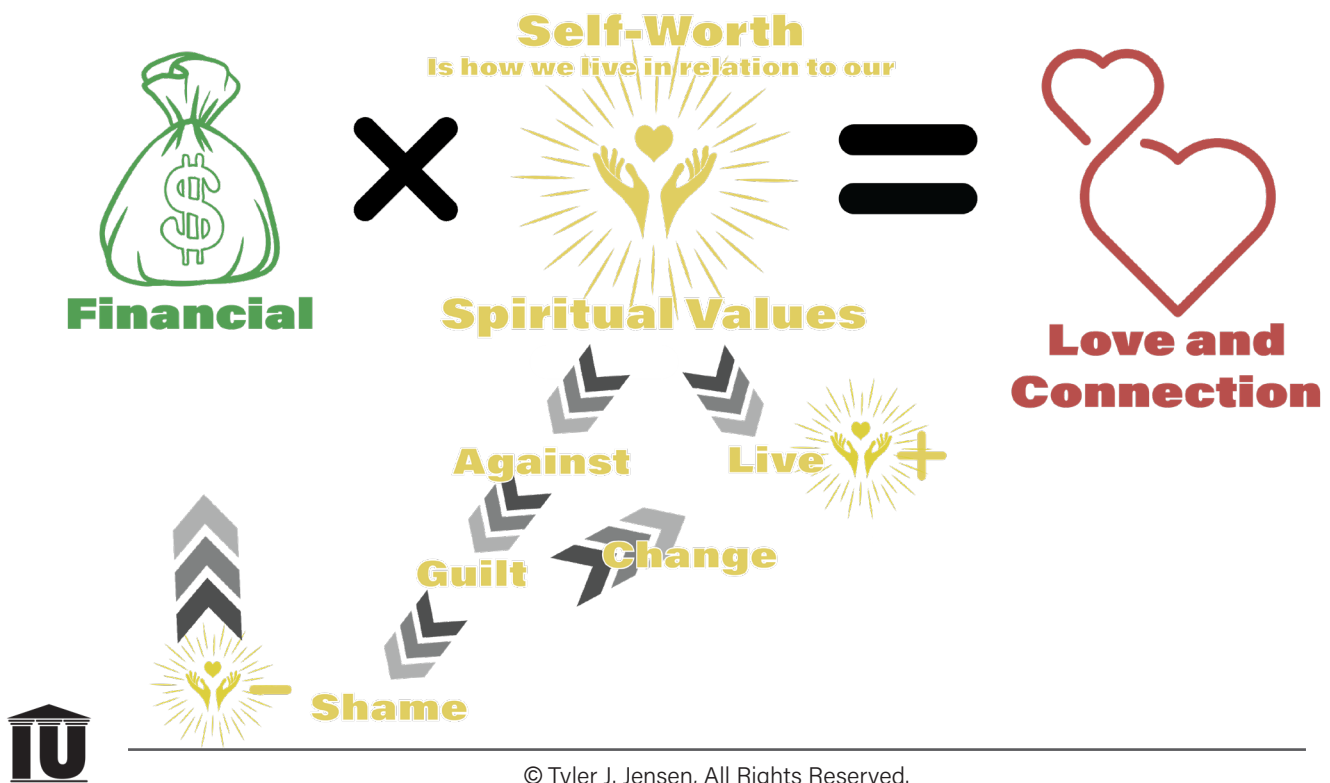
TOPIC 2 - POTENTIAL INTERVIEW QUESTIONS

Value Based Insurance Sales

- Question 1** How do insurance agents view insurance sales in the market?
- Question 2** What happened to make the insurance market be price focused?
- Question 3** How can agents move past price based insurance sales?
- Question 4** You help agents recognize the different ways they can help a client manage risk. Could you touch on each of those?
- Question 5** Could you explain your process for helping agents sell on value?
- Question 6** What do you recommend an agent does when a client is still very price focused even after providing education?
- Question 7** Many ways exist to obtain new leads for insurance. What should be the agent's focus?
- Question 8** In your value based selling, you talk about controlling what you can control. Please elaborate on that.
- Question 9** You have mentioned creating experiences for clients, what experiences do you recommend agents offer?

Empowering Leadership: Fostering Self-Worth and Strategic Success

- Question 1** Can you define what leadership means to you and how it plays a role in the success of an organization?
- Question 2** In your opinion, what are the key elements of a positive workplace culture, and how can leaders shape and maintain such a culture in their business?
- Question 3** How do you ensure effective communication in leadership while balancing discipline, resilience, and adaptability?
- Question 4** You've emphasized trust, integrity, and respect as foundational elements of a healthy work culture. Can you elaborate on how these values influence employee satisfaction and organizational success?
- Question 5** What strategies do you recommend for leaders to empower their employees and recognize their talents to support both personal and professional growth?
- Question 6** How do you define self-worth, and how does it influence performance and engagement at work?
- Question 7** What strategies can leaders use to help employees build and maintain their self-worth? How does this contribute to overall organizational success?
- Question 8** Failure is often a part of growth. How can leaders help their teams embrace failure as a learning opportunity and build resilience while maintaining their self-worth?



“Do we become victims of our circumstances or victors of our opportunities?”

“You are either consciously choosing to be optimistic, or you are unconsciously being pessimistic.”

“Our focus dictates our perception.”

“Employee experiences precedes customer experiences.”

“It is only a true failure if nothing was learned.”



TYLER JENSEN

TRAINER, SPEAKER & ENTREPRENEUR



FOR SPEAKING, INTERVIEW, OR MEDIA REQUESTS PLEASE EMAIL:
CONTACT@INSURARISKUNIVERSITY.COM

CONNECT WITH TYLER ON SOCIAL MEDIA



TylerJJensen.com

InsuraRiskUniversity.com



INSURARISK UNIVERSITY
CREATING TOP PERFORMING AGENTS

