

Kevin Trokey Speaks on Benefits Agencies Altering Business Models to Meet Changing Client Needs

Image Gallery



Benefits Growth Network is a membership based consulting firm specializing in growth strategies for employee benefits agencies, departments and their producers.

Independent insurance and benefits agencies discuss the future of selling benefits in a changing environment.

Online PR News – 31-August-2010 St. Louis, MO – Kevin Trokey, president of Benefits Growth Network, was invited to speak at the GBT conference in Chicago, August 18 – 19. Trokey presented on the factors which are driving a need to change both the producer and agency models.

“Not only will health care reform push us in that direction, but challenges being faced by clients will pull us in that direction,” notes Trokey. “Agencies who will thrive under the new system are writing a new definition of what it means to be an [independent benefits agency](#). They are building [business models](#) and systems that move beyond benefits, and even HR, to include driving greater returns on the investment their clients make into their employees.”

Trokey took the group through an in-depth look at one potential benefits agency/producer value proposition, followed by group discussion which included the following topics:

- * What are the talents and skills needed by the future producer?
- * What will the future agency look like, and how will that transformation take place?
- * What services and products will be sold?

GBT is an affiliated group of independent multi-line agencies located throughout the Midwest who come together on a semi-annual basis to discuss the most pressing issues agencies are facing. Topics for this meeting included:

- * value added services
- * hiring producers
- * social networking among the member agencies
- * health care reform
- * the changing role of the benefits producer/agency

About Benefits Growth Network

Benefits Growth Network, based out of St. Louis, MO, is an international membership-based consulting firm specializing in [growth strategies](#) for independently owned employee benefits agencies and brokerages. Through the exclusive Benefits Growth System™, members get individualized planning, coaching, training, use of proprietary systems and access to a network of thriving benefits agencies. For more information about Benefits Growth Network, visit www.benefitsgrowthnetwork.com.

Media Information

Kevin Trokey

kevin@benefitsgrowthnetwork.com

<http://www.benefitsgrowthnetwork.com>

1430 Washington Ave., Ste. 210

St. Louis

MO

63103

United States