

Garion Bun State Farm Business Internship Program

We want future entrepreneurs to join our team!

State Farm is the largest Insurance and Financial Services Company in the United States. Its business model includes an independent agency force of over 19,000 agents who own and operate their own agency. Each agency employs its own employees and runs a little differently. The Garion Bunn State Farm office is young and full of vitality! We are growing at a superior pace, and we are looking for interns who are interested in learning more about the insurance industry and how we change lives every single day. Our office is dedicated to supporting the entrepreneurial mindset, and we give our team member the support they need to one day run their own agency while having the opportunity to learn the business and earn a living in a current agents office. Our customers choose us because we are trust worthy, empathetic, and believe customer service excellence is our top priority.

Our Business Interns have the opportunity to learn and develop their skill set at our office. Internship is focused primarily on the customer life cycle of the business. We play in a vast array of markets, including Property and Casualty Insurance, Business Insurance, Health and Life Insurance, Banking (i.e. all things sold at a traditional bank), and Securities and Investments. Our market can help support the following Business Studies: Business Analysis, Entrepreneurship, Finance, General Business, Human Resource Management, Management, and Marketing. At the end of the internship, you will have learned and seen in application the following skills: critical thinking, problem-solving, interpersonal, communication, quantitative, and computer skills.

Want to learn more about the position details and program opportunity! See below...

Customer Acquisition and ECRM (Sales Force)

Many strategies are used to acquire new customers. We believe there are many ways to win when it comes to communication. We will identify the student's strengths, and provide a segment of focus to build and execute a strategy to acquire new customers.

To acquire a new customer, it is said the lead must see your brand about 6 times before recognizing you as a solution in the industry. The student will learn the different areas of communication those 6 touches can provide. The student will learn about traditional mailers and the role it can play in making a cold call vs. warm call. The student will use our text (SMS) program to develop and build interest in a lead. They will learn how to

seek out and recognize opportunity via everyday activities and communication we are receiving. The student will be given access to our Enterprise Customer Relationship Management (ECRM) tool. Sales force is the largest tool in the industry, and will gain good knowledge of how to manage the lead process to allow for better communication in future touch points.

Preparing for Customer Appointments

As a premier company in the industry, we elevate the expectation of the customer. We are not a 15 min. or less company. We take pride in meeting with our customers face to face or through other non-traditional means. There are many tools to allow us to prepare to meet with a customer to give us the best use of our customer's time. You will learn how to prepare for the appointment, and the importance it will play in your ability to communicate effectively with them.

Researching a customer is the difference between us and our competitors. Our competitors provide the same coverage to everyone where we find out what coverage a customer needs before providing it as a solution. We are empathetic, and show concern for our customers. You will learn the different tools available to us to learn about a customer before our first conversation. You will learn the need to prepare, practice, and role play the appointment to help a customer quickly understand their choices.

Customer Presentation

How we communicate choices to the customer can be the result of a covered loss in the customer's future. We seek to understand our customer's situation through both visual forms, verbal techniques, and developed listening skills.

This can be the most important conversation a customer ever has. You will learn how to speak with and use interviewing skills to understand the customer. Through the presentation, you will be given the opportunity to use problem solving skills and learn to recognize patterns of concerns and gaps for our customers and how to best help protect them.

Creating Goals and Metrics

Preparing a strategy to help us achieve our goals is one part of the process. Having quantitative measures to know if we are achieving them is a key component to success. You will learn how to use visual tools to be able to clearly see your success at the end of the internship.

You will have the opportunity to plan the goal, measure the goal, and adjust the goal. You will be able to see their impact on society. You will also learn tools to adjust along the way when the plan doesn't go as expected, and how and when is too early or too late to make those adjustments.

Hiring Your Replacement

One of the most challenging part of business ownership is staffing and HR. This internship will give the student the opportunity to be an advocate on campus for future interns, and be part of the applicant process! You will be able to learn how/where to look for candidates, how to interview a candidate, and how to sell your business to potential team members.

Opportunity for Part-Time/Full Time Position

We seek to support our interns into future team members! Upon completing this internship level, you will be considered for a part-time or full-time position within the office. Our office is focused on supporting the entrepreneurial spirit. With 19,000 agents across the country, it is expected in the next 10 years there will be a significant need for agents in our industry as the retirement of Baby Boomers expects to drastically increase. Our office specifically focus' on giving our full time team members the tools to build the path to owning their own agency through State Farm's Agent Aspirant program. This program brings like minds together around the country while learning the day to day at the office level. This program promotes constant growth and change within the office, and encourages advancement to our team.

Our Vision

Our Agency's vision is to be a connected part of the community through providing customers with positive experience through honest services based on integrity, building strong relationships, which in turn results in a strong referral base clientele, and continued generations of family customers. We aspire to be recognized and greeted like a good neighbor who is always there when they are needed.

Want to learn more about this opportunity?

Email Garion to learn more!

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