

Justify Your Trip

Your Guide to Making the Case

1. Let your boss know that now is the perfect time to register. **Take advantage of Early-Bird registration now through May 22 to get the lowest price of the year.**
2. Read the common objections on page 3 and be ready to answer them confidently with facts, stats and proof points. Also, check out pages 4-5 for testimonials from past attendees and reasons why the conference is an excellent choice.
3. Once you've done your homework and prepared your case, customize the letter on page 6 and share it with your manager.

Objections we missed? Need more help? [Email us](#). We're happy to help!

How to Answer Common Objections with Confidence

Objection #1: “The conference is too expensive.”

Response: Be prepared with the costs of NOT attending. Compare the cost involved to what might be lost if you aren’t able to fill the sales pipeline or effectively use your software, or keep up with the latest technologies such as customer self-service (whatever is important to your business). Also, be sure to talk about the value of creating a network of Applied software users and industry professionals like yourself who you can turn to when faced with a challenge. Lastly, if you want to bring your team, talk about the value of learning together.

Objection #2: “Applied Net is just like any other insurance conference.”

Response: Applied Net is the only conference for Applied software users. Sessions are led by Applied product experts and other technology users who understand what works, and what doesn’t. I will learn the steps (and how to do them) to actually implement new tactics and strategies when I get back to the office.

Objection #3: “It’s too much time away from work.”

Response: I’ve come prepared with a plan of how I’ll cover my responsibilities while I’m away. By dedicating four days to the experience, I’ll be able to focus and fully immerse myself in “learning mode,” which will allow me to execute what I learn faster and give me new ideas to help us reach our goals.

Objection #4: “You can learn the same content from webinars and articles.”

Response: Webinars and articles can fill some gaps, but they can’t replace an in-person conference experience. At Applied Net, I’ll meet other agents facing similar challenges. There’s also the chance to network directly with Applied product experts and other software users to ask the targeted questions I have, so we can meet our specific goals.

Use Social Proof

Here's why **99% of attendees would recommend this conference** to a colleague:

"This is my first #AppliedNet and I am learning so much! I am new to #insurance and Applied Epic and this is the best way to fill in the gaps! Terrific people and great learning!"

Joe McFadden, Alliant Insurance

"I'm excited to learn new and innovative ways to streamline our day-to-day operations and to network with peers!"

Lisa Petewell, Wilson Insurance Ltd

"I love the education sessions and the networking opportunities. I always leave #AppliedNet feeling excited to bring back new knowledge to my team."

David Graham, CH Insurance

"Our agency has been using #AppliedEpic for about 4 years now. I'm excited to continue to learn all the system offers in order to use it more effectively."

Nicole Holding, Nottingham Insurance

More Reasons Why Applied Net Is a Good Investment

Applied Net is the world's largest gathering of insurance professionals.

There are a lot of insurance conferences out there, but this is the only one exclusive to Applied software users. Our program is designed to ensure you get the most out of your Applied technology investment; plus, keep you up to speed on the latest industry trends.

The insurance industry is constantly changing.

With new apps, devices, social platforms and business models being introduced almost daily, you need to constantly evolve your digital strategy to meet consumer expectations. At Applied Net, we have over 240 education sessions – from mobility and data analytics to the cloud and more – designed to help your agency remain competitive in the digital age.

Advice and connections are invaluable.

At Applied Net, attendees have the chance to meet, network, and get advice from thousands of insurance pros from across the globe. You can meet one-on-one with Applied software experts for live demos of Applied products and solutions. You can also connect with Applied business partners to learn about solutions that easily integrate with Applied technology and increase its power. You're sure to make connections that go well beyond Applied Net 2020 and last a lifetime.

Dear <Insert Manager's Name>,

I'd like your approval to attend Applied Net 2020, the largest technology gathering among independent agents, brokers and insurers from across the globe, taking place September 21 – 24 at the Gaylord Opryland Resort & Convention Center in Nashville.

Applied Net is a one-of-a-kind learning opportunity dedicated to arming attendees with valuable insight, tools and techniques required to succeed in the digital revolution of insurance. With more than 240 breakout sessions to choose from, Applied Net offers tailored sessions specific to our company's size, digital needs and my role within the agency. Between the personalized sessions, keynotes, hands-on demos, one-on-one training and certification opportunities, there are endless opportunities to learn at Applied Net.

Applied Net also provides the optimal forum for me to network with other users of Applied technology and learn best practices from agencies who face the same challenges that we face. I'll have the chance to hear from other agencies on their digital transformation journey, including the implementation process and benefits their agency has realized from transforming their business. I'll even be able to connect with Applied product gurus and Applied partners to learn practical solutions in using Applied software to drive business value for our agency.

Applied Net is truly the must-attend insurance event of the year. Past attendees have reported substantial increases in returns. Just take it from 12-time conference attendee Deb Woolcock, office manager of Franklin Insurance Agency Inc., who said "The ideas and education you get from being able to meet face-to-face with others in our industry has given us some great ideas on how to streamline processes, market our agency and maximize the value of the Applied products we use at our agency."

If I register today, I'll receive the biggest savings with Early-Bird pricing. I've broken down the approximate cost of my attendance at Applied Net 2020 from Monday to Thursday, September 21 – 24 below:

Airfare	\$ _____
Hotel	\$ _____
Conference	\$929*
Total	\$ _____

**Rate assumes Early-Bird registration purchased between 2/10/20 – 5/22/20 for Applied Client Network Members*

After I return from Applied Net 2020, I'll share key takeaways, including those we can implement immediately to drive more success at our agency. Thank you for your consideration.

Regards,

<Insert Your Name and Title>