

# Million Dollar Niche Mastery Program

## Commercial Producer Training Proposal & Agreement

The **Million Dollar Niche Mastery Program** is a comprehensive **16-week commercial producer training and development system** designed to turn insurance producers into niche-market authorities capable of generating consistent, scalable, million-dollar books of business.

This program blends **expert-led training, SOP development, live coaching, and hands-on deal support** to accelerate a producer's competence, confidence, and closed business within their chosen niche.

JP Squared Consulting, LLC will provide direct access to 20+ years of industry experience, proven frameworks, and niche-dominance strategies that are battle tested by top-performing producers nationwide.

## Program Structure

### **Week 1 — Laying the Foundation for Niche Mastery**

Foundation-setting, program roadmap, understanding niche dynamics, and establishing baseline metrics.

### **Week 2 — Personalized Niche & Goal Setting**

Customized niche selection, market validation, and development of personalized production targets.

### **Week 3 — Building Your Niche Expertise**

Deep-dive into niche-specific exposures, coverages, regulations, underwriting, and value positioning.

### **Week 4 — Prospecting & Client Acquisition in Your Niche**

Call scripts, outreach frameworks, lead qualification systems, and appointment-setting mastery.

### **Week 5 — Streamlining Client Interactions & Workflow**

SOPs for onboarding, follow-up, quoting, renewal workflows, and documentation efficiency.

### **Week 6 — Marketing & Messaging for Your Niche (Part 1)**

Personal brand development, message testing, social proof creation, and content strategy.

## **Week 7 — Marketing & Messaging for Your Niche (Part 2)**

Campaign execution, LinkedIn optimization, outreach messaging, and credibility-building.

## **Week 8 — Closing Deals & Building Client Loyalty (Part 1)**

Sales psychology, objection handling, proposal structure, and closing frameworks.

## **Week 9 — Closing Deals & Building Client Loyalty (Part 2)**

Referral systems, onboarding excellence, and client experience strategy.

## **Week 10 — Progress Review & Achievement Highlights**

Measurement, KPIs, performance review, and adjustments for the second half of the program.

## **Week 11 — Scaling & Growth Strategies (Part 1)**

Automation, delegation, cross-selling, and expansion strategies.

## **Week 12 — Scaling & Growth Strategies (Part 2)**

High-value opportunities, vertical expansion, and advanced producer efficiency.

## **Week 13 — Planning for Continued Success (Part 1)**

Long-term growth strategy, renewal pipeline structure, and retention models.

## **Week 14 — Planning for Continued Success (Part 2)**

Leadership development, niche expansion mapping, and multi-year growth planning.

## **Week 15 — Advanced Lead Generation & Market Trends**

Data-driven prospecting, AI tools, market shifts, competitive intelligence, and inbound systems.

## **Week 16 — Deep Dive into Client Retention Strategies**

Retention frameworks, renewal presentations, client experience audits, and ongoing loyalty systems.

# **Program Deliverables**

## **Weekly Live Training**

- **Weekly Teams Group Training:** 30 minutes to 1 hour
- **Weekly 1-on-1 Coaching with Jesse Parenti:** 15 minutes

- **Weekly Homework Assignments:** 1–3 hours
- **Weekly Accountability & Progress Tracking**

## **Direct Access & Resources**

- **Custom SOPs Built for Each Producer's Niche**
- **Direct Access to Jesse's 20-Year Trusted Rolodex** (contacts, partners, vendors, advisors)
- **Direct Access to Jesse to Assist in Live Deals, Calls, and Strategy Sessions**
- **Three (3) Quarterly Performance Check-ins** following program completion

## **Investment & Payment Terms**

### **Program Cost**

**Total Tuition: \$10,000 per producer**

### **Payment Options**

Participants may select one of the following:

1. **Pay in Full**
  - a. **\$10,000 due on or before 12/31/2025**
  - b. **Payment Options: Check, ACH, Debit or CC**
2. **Split-Payment Option**
  - a. **\$5,000 down payment due on or before 12/31/2025**
  - b. **Remaining \$5,000 due by 1/31/2026**
  - c. **Payment Options: Check, ACH, Debit or CC**

All payments are made to: **JP Squared Consulting, LLC**

## **30-Day Money-Back Guarantee**

JP Squared Consulting, LLC stands behind the quality and value of this program.

If the producer or agency principal **does not believe they are receiving the value they paid for**, they may request a **100% refund within the first 30 days**.

**No questions asked.**

**No conditions.**

**A full refund is guaranteed.**

By enrolling in the Million Dollar Niche Mastery Program, the producer agrees to:

- Attend weekly live trainings
- Complete assigned homework
- Participate in accountability reviews
- Implement SOPs and strategy recommendations
- Engage actively in prospecting, marketing, and client development

JP Squared Consulting, LLC agrees to:

- Provide weekly live training and coaching
- Deliver SOPs and niche-specific frameworks
- Support real-time deal strategy and closing assistance
- Provide direct access during reasonable business hours
- Ensure a high-quality, growth-driven training environment
- Bi-weekly status meetings with the Principal

**Agency:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Producer Name:** \_\_\_\_\_

**JP Squared Consulting, LLC**

**Jesse Parenti, Founder & CEO**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**JP SQUARED CONSULTING, LLC**