TWG-Goosehead Insurance
Internship Experience
Ashley Landry – Summer 2014
I. Internship Executive Summary
II. Helpful Prior Academic Preparation
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Internship Timeline

• 2 weeks of classroom training

• 2 weeks of on floor observations

• 2 weeks of intern Referral Plan generation

• 4 weeks Referral Plan Implementation
Training and Observations

• Overview of insurance
• Partnering carrier information
• Referral book report
• EZ-Lynx, Salesforce, carrier websites
• Quality Control, service, sales, marketing, IT
Referral Plan and Implementation

• Group Meetings

• Powerpoint Preparation

• Present the plan to the board and team

• Implement plan

• Manage and monitor referrals
Work Hard, Play Hard

- Volleyball Tournament
- Pool Party
- Lunches with CEO, COO, Sales Directors
- Bowling
- Dinner
- Business visits with mortgage lenders
Helpful Prior Academic Preparation

- AGE 315
- AGE 340
- AGE 217
Helpful Business Concepts

• Management
• Sales/Marketing/Service
• Referral/Relationship Building
• Institutional Relationships
More Helpful Business Concepts

- Income
- Market Share
- Insurance Brokerage
- Franchise
- Opportunity Cost/Inflation
Suggested Academic Preparation

• Property and Casualty Insurance
• Management
• Referral and Relationship Building
• Mortgage Lending
Future Career Plans

• Officially signed offer with TWG-Goosehead Insurance late August
• Currently working remotely selling insurance in College Station
• Plan to begin in office in Houston following graduation in December