



Licensed Sales Specialist - Personal Lines (P&C) | Remote-First (Twin Cities)

Nelson & Associates, Inc. (American Family Insurance Agency)

Location: Remote-first. **Must be Twin Cities-based.** Fridley HQ optional (across from Medtronic).

Why this role

We're building a modern, remote-first agency that competes on **speed, systems, and data**. We hire in **cohorts of 3** so new specialists ramp together, learn faster, and push each other.

What you'll do

- Quote and bind **Auto + Home + Umbrella** (bundle-first as default)
- Work inbound opportunities + disciplined outbound follow-up (**call/text/email**)
- Run structured discovery and present clear options
- Ask the life question on every household and set the next step
- Keep the Salesforce CRM clean: **notes, tasks, next action** (non-negotiable)

We're specifically looking for a technical, data-driven seller

You'll fit if you:

- Track activity, conversion, and close rate like a scoreboard
- Use quoting/CRM data to tighten scripts, objections, and follow-up cadence
- Care about response speed, clean pipelines, and systematic improvement
- Want to outcompete other agencies through execution

Requirements

- Active **Minnesota Property & Casualty license** (required)
- **Must be Twin Cities-based** (for occasional in-person team days / coaching)
- Comfortable with outbound calling + consistent follow-up
- Coachable, competitive, process-driven

Preferred

- Life license (or willingness to obtain quickly)
- Personal lines sales experience

- CRM proficiency (Salesforce or similar a plus)
- Comfortable with spreadsheets, dashboards, and basic analytics

Compensation

Base salary: \$55,000

New business commissions (*paid after policy is issued and first premium is successfully collected*)

- Auto: **5%**
- Homeowners/Fire: **10%**
- Life: **25%**

Renewal residuals (*paid while employed with the agency and policy remains in force*)

- Auto renewals: **1%**
- Home renewals: **3%**

Benefits

Benefits (active now)

- Remote-first + optional Fridley HQ workspace
- Paid training + scripts/playbooks + weekly coaching
- Lead flow + transparent scorecard
- Paid licensing (if needed) and company paid CE.

Benefits roadmap (finalizing for 2026)

- Health insurance (stipend or group plan)
- 401(k) (match structure being finalized)
- Company-paid life insurance / permanent-life bonus program

Hiring format: Cohort ramp (3 at a time)

- Week 1–2: quoting reps + live call coaching + scripts
- Week 3–6: production ramp with daily activity targets
- Week 7–12: conversion optimization + specialization by strengths
- Weekly cohort scoreboard + call reviews

How to apply (fast)

Email TeamNelson@amfam.com with:

1. License status (P&C / Life)
2. Your Twin Cities location (city/area)
3. Brief sales background (1–3 bullets)
4. Availability to start

Subject: Licensed Sales Specialist – [Your Name]