



Midwest Holding Inc.



3 DAY "BACK TO BASICS" SEMINAR

212th DEGREE

The concept that "little things make the difference" was the focus of this year's seminar.



JUMP SESSIONS

Mark Oliver's team won the Jump Session's Award with most correct points! Brandon Lichti lead his team to victory with 643 points. His teammate, Jason Edmonds also contributed 519 points that helped their team dominate the competition!



GREEN EGGS & HAM

This childhood classic on the art of sales was brilliantly recreated by Kristin Broman, Angela Roe, Tony Todd and Jay Foreman. This book epitomizes the basics of sales—never give up!



NORTHSTAR
FINANCIAL CORP



NORTHERN PLAINS CAPITAL
CORPORATION



ROCKY MOUNTAIN CAPITAL

BREAKOUT SESSIONS

These sessions gave representatives the opportunity to discuss relevant happenings in their own respective areas. A few areas were able to discuss their upcoming offering and were able to learn from the great success Northern Plains experienced in North Dakota. The managers were also able to meet, learn what to look for in prospects and received a M.I.T. (Managers in Training) Manual.



IMPROV SKITS

It is impossible to have complete control over any situation. The importance of being able to improvise was reinforced during these skits the last day. Everyone did a tremendous job pitching their assigned products to the group!



Thank you to all that came to the 2011 "Back to Basics" Kickoff Seminar. Special thanks to those who traveled from other states to join us. We had a great experience and hope you had the same!