



Golf helps us drive our relationships deeper

When Bryan Smith visits us for a transportation agent event at our headquarters in Stevens Point, Wisconsin, we all try and land him on our foursome before we head across the street to play a round at SentryWorld®, our nationally acclaimed golf course. Bryan's a good golfer. Make that great—he once played professionally. Today, he still tees it up with success at the amateur level.

However, our connection with Bryan didn't begin on the course. Rather, it took root after Dan Clements, Sentry® director of sales for Transportation, called him when Bryan first became an agent in 2016. Bryan's now a vice president with HUB International Transportation Insurance Services. He and others at HUB, including Paul Calhoun, a senior vice president, distribute Sentry products and services to commercial trucking companies.

Here's how Bryan described that call: "Dan said, 'Listen, we're here for you. We want to be successful together. Let us know what we can do to help you.'"

Bryan says the call established the foundation our relationship is built upon. Our shared connection to golf helped strengthen it. As the title sponsor for the PGA TOUR's Sentry Tournament of Champions on Maui, we've provided opportunities to spend time with clients and customers at major TOUR events.

When we invited Bryan and his wife, Emilie, to spend time with us at the TOUR Championship in Atlanta in 2019, he gladly



accepted. It was too good of an opportunity to get to know us better outside of work, he says. He also got to meet people from other areas of our business. That provided him with a broader understanding of the industries Sentry serves, and how information and resources are shared between business areas to support the transportation field that Bryan focuses on.



“You just keep driving those roots deeper and it really changes the landscape of how you do business when you value that relationship,” he says. “You know when a Sentry renewal comes across your desk, you’re doing everything you can to maintain that renewal, maintain that relationship.”

And, if there are challenges to renewing a valued account, “you’re able to pick up the phone and have a really straightforward conversation,” Bryan says. “The Sentry folks know me. They know what kind of person I am. They know my family. And vice versa. They’re going to say, ‘Hey listen, if Bryan believes in this account, then we believe in the account.’”

Paul Calhoun, the HUB senior vice president, also attended the TOUR event in Atlanta, and has distributed our transportation products for decades. He’s made many trips to Stevens Point and played golf at SentryWorld. However, the Atlanta trip really cemented his relationship with the current generation of Sentry leaders.

From the moment he and his wife, Kim, boarded the plane to the moment they returned home, Paul says he felt like a priority—from start to finish, Sentry cared for every detail.

“You begin to feel that you’re part of the Sentry family,” Paul says. “And so, the interaction and the feeling becomes one of reciprocity. You’re trying to help each other out—be true business partners.”