

It's Our Business to Protect Yours



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REPORT

ABOUT US

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### Federated Insurance's Benchmarks

A.M. Best® Company rated Federated Insurance as A+ Superior.

Ward Group® named Federated Mutual to the top 50 U.S. based property and casualty companies and Federated Life to the top 50 U.S. based life insurance companies.

Federated Insurance Rated



Top 50 Performer  
for Property Casualty in 2019  
and for Life in 2019

**FEDERATED**  
INSURANCE ®



## Previous Rating

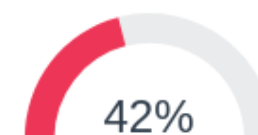
**20-day cycle (March 2-28)**

Leads	3,000
Opportunities	780
Negotiations	601
Proposals	320
Wins	182

**Converted leads** (*per day*)



### Lead to opportunity ratio



Jonathan K.

15%

conversion rate

### Opportunity to win ratio



**Fatima A.**

12%

conversion rate

**Boris K.**

11%

conversion rate

## NEW REVIEW

## NEXT DUE



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REPORTS

ABOUT US

QUALITY	UNSATISFACTORY	SATISFACTORY	GOOD	EXCELLENT
Works to Full Potential				
Quality of Work				
Work Consistency				
Communication				
Independent Work				
Takes Initiative				
Group Work				
Productivity				
Creativity				
Honesty				
Integrity				
Coworker Relations				
Client Relations				
Technical Skills				
Dependability				
Punctuality				
Attendance				
STRENGTHS / TRAINING NEEDS				
DETAIL EMPLOYEE'S GREATEST STRENGTHS				

COMMENTS AND APPROVAL			
EMPLOYEE COMMENTS		REVIEWER COMMENTS	
EMPLOYEE SIGNATURE		REVIEWER SIGNATURE	HR REP SIGNATURE

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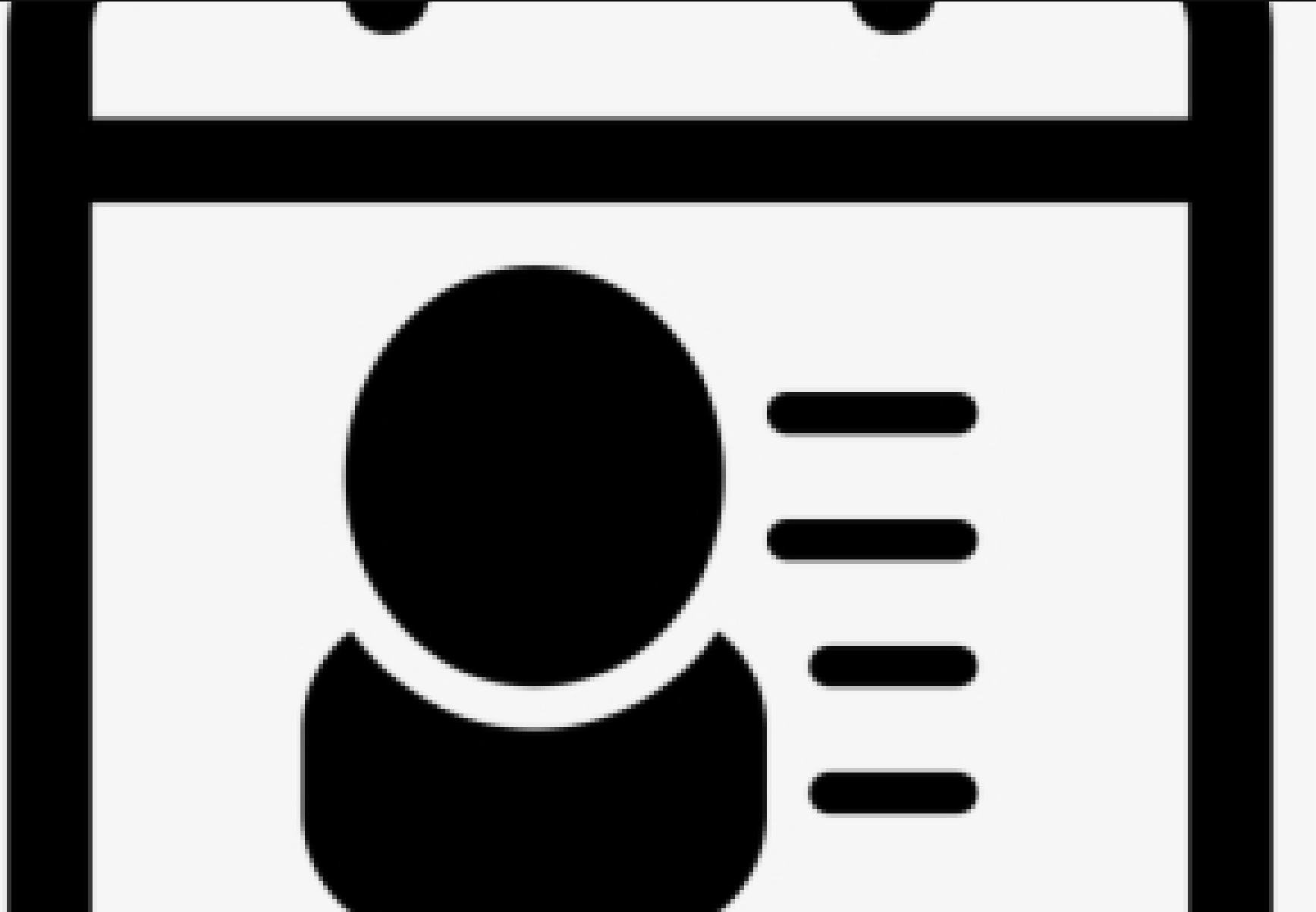
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EMPLOYEE ONE

FOUR

TWO

FIVE

THREE

SIX

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## PERFORMANCE CHART

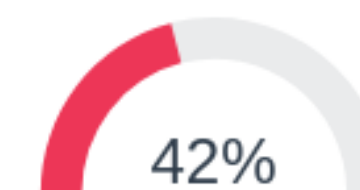
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Our Protection

Our Company

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