

In today's environment, successful agencies are those where everyone sells, including CSRs! This seminar addresses the need to help servicing staff make the transition from servicing to identifying sales opportunities and acting on them. It is designed to help them see that they have already developed many of the skills necessary for success in selling. In a non-threatening environment with their peers, they can practice a soft sell, consultative approach and receive feedback on their approach and skills. They will see how to naturally integrate sales into the service call, how to deal with their call reluctance, and free up more time for sales. As a final outcome, they will be more effective sales and service people, accomplishing more in less time, while making a contribution to the agency's sales effort. This one day seminar is open to servicing professionals of all titles, and all experience ranges.

Seminar Overview / Program Content

- **The Changing Role Of The Customer Service Representative & Effective Customer Service**
 - Characteristics and skills of effective CSRs
 - The critical nature of retention
- **Understanding Our New Priorities**
- **Current Realities: What We Do Now, How We Sell, E&O Issues, Leaving \$\$\$ On The Table**
 - Level of reactive vs. proactive sales activity
 - Why aren't we selling more?
 - What gets in the way?
 - The risk of losing an account by not asking a few sales oriented questions
- **Dealing With The Negative Image Associated With Selling**
- **The Various Components Of A Sale And Keys To Sales Success**
- **Sales Opportunities Available For Us To Pursue**
- **Transitioning A Call From Service To Sales**
 - Seizing sales opportunities
- **Selling/Differentiating Our Agency/Broker**
 - What makes us unique?
- **Keys To Cross Selling And Account Rounding**
- **Developing Your Interpersonal/Interaction Skills**
 - Asking more effective questions, identifying needs and hot buttons
 - Becoming a more effective listener
- **Learning How To Control And Guide A Caller**
- **Developing The Habit Of Integrating Sales Into Every Appropriate Call**
- **Time Management**
 - Juggling multiple competing priorities