

This is a seminar for producers who are serious about growing their book – and willing to look at some new ways of doing things. Producers interested in both new business sales and retention will discover this seminar a perfect fit with their objectives. If they are struggling to find time for new business activity, they have had moderate growth in recent years, or have hit a ceiling; your producers will find this program a must. The seminar is practical in nature, allowing participants to get involved in the learning process, practice new skills, and discuss top sales strategies. This is a half-day course.

Seminar Overview / Program Content

- **Getting To The Next Level Of Results**
 - How high performers grow their book
- **Relationship Selling**
 - Building trust and confidence
- **Developing And Leveraging Your Competitive Edge**
- **Better Delegation**
 - More effective use of your support staff
- **Effectively Positioning Yourself With Prospects, Clients, And In Your Marketplace**
- **How To Effectively Generate More Referrals From Existing Customers & New Sources**
- **Unseating Existing Relationships With Incumbent Agents**
- **Protecting Your Relationships, Methods Of Keeping Strategic Contact With Your Key Clients**
- **Lasering In On The “Real” Sale**
- **Getting To The Decision Maker & Selling Them**
 - Along with influencers along the way
- **Time Management**
 - Balancing sales & service, finding the time to sell!!
- **Shortening Your Sales Cycle**
- **Target Marketing, Creating/Developing Niches**
- **Developing Affinity/Program Business Opportunities, Best Program Sales Practices**
- **Becoming Your Own Best Sales Manager**
- **Sales Plans That Work**
- **Winning Strategies To Challenging Cases**
 - What the sale hinged on and how it was made