

Solutions Training Insurance Resources presents

“Selling Increases in Tough Times[®]”

A Workshop Designed for Account Executives & Account Managers



- Hardening market, has your sales staff been through one?
- Having troubles selling increased automobile rates?
- Are you pro-active with selling rate increases?
- Do you want to reduce stress and be more effective?

Objective

- Assist Account Executives and Account Managers to manage the change of the insurance market
- Develop a pro-active approach to rate increases
- Create a focus on how to sell to the insurance buyer

Who Should Attend?

- Principal Brokers ó Sales Managers ó Account Executives ó Account Managers

Program Length and Scope

Half day workshop employing lectures, individual & group work to implement a pro-active approach to a hardening insurance market.

Workshop Highlights

Highlights of this workshop include:

- Current market conditions
- Media impact
- New producer opportunities
- Building or protecting a book
- Personality selling
- Pro-active objection handling

RIBO Accreditation

3 hours ó Personal Skills

Presented By Solutions Training Insurance Resources (STIR)

STIR is operated by its founder, Lyall Bell. Lyall is a Chartered Insurance Professional with over 25 years insurance industry experience. A seasoned facilitator, he has trained over 6,000 insurance professionals across Canada. Lyall's insurance career spans broker and company background giving him a unique insight into the needs of customer service staff & producers.

Comments from Participants attending STIR workshops:

“Time well spent that helps me coach staff to implement what was learned in Strategies for Sales Success!”

“I see why a leading Sales organization has adopted this selling format for all 250 sales reps”

“A focus on implementation through application provides desired results!”

“How Can We Book This Workshop for Insurance Professionals in our Area?”

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