**Please feel free to edit and customize to work for your state association!**

Customer Service Experience [WORSKHOP/CLASS/DAY} Coming [INSERT DATE]

Your independent agency today has more opportunities to prosper than ever before in the history of the insurance industry. The complexion of today’s marketplace allows your agency to be the hub of its own community as well as a member of many other communities – all populated by consumers. Some of these consumers are your customers, and you want to make sure they stay with you. Others are prospective customers who need to be convinced to do business with you.

The long-term success of your business depends on customers, so you cannot overstate the importance of customer service. So before you try to sell another policy, you should consider two key questions: Who is today’s consumer? What should “customer service” mean in today’s marketplace?

On [INSERT DATE & LOCATION] will present a [WORKSHOP/CLASS] that will provide direction to help any agency confidently and efficiently provide meaningful, valuable and profitable customer service as a foundational component of your business.

Are you a customer service manager in a larger agency or a customer service representative in any agency? Do you own a small agency, or are you just starting one? This [3 HOUR OR 6 HOUR] session will help you clearly define customer service goals and focus your efforts toward achieving them. In addition, it will serve as a long-term guide in adjusting and enhancing your customer service focus as inevitable changes occur in the marketplace.

Some of the areas explored:

* Meet Today’s Insurance Consumer
* Bring Real Meaning to “Customer Service”
* Know Your Agency
* Understand Your Marketplace
* Motivate Your Team
* Prospect Effectively
* Care for New Customers
* Retain Customers and Grow Your Book
* Be Professional and Trustworthy
* Be Ready for Unplanned Communication
* Plan for the Future

So don’t miss out on a fun and informative session that can be applied to each and every person’s position and applicable to each day we work with customers. [CLICK HERE] and register today.