

Will Your People Skills Take You to the Next Level?

It's easy to make the first sale, but it takes superior Agent service to keep customers coming back. Going the extra mile can pay off big — once a client is committed to you, they'll refer their friends and acquaintances.



Actions speak louder than words.

The first 30 seconds with a prospect can be crucial — you have to establish yourself as being trustworthy, knowledgeable and interested in their welfare. Sure you can *tell* prospects about your credentials, experience or background, but it is more beneficial to *demonstrate* what you can do for them. No matter how educated they are, consumers still need an Agent to decipher the complexities of insurance and package it so they can comprehend and afford it.

Persistence pays.

Meaningful communication and follow-through is vital. If you want repeat sales, you have to continue to act like a sales person. Keep your name in front of prospects by periodically calling, sending letters or dropping by.

Nurture your clients.

By learning more about your customers, you can better help them with their insurance needs. Treat customers like the unique individuals they are. Ask questions and *listen* to the answers. If you listen to them, they will listen to you.

Create a positive mood.

Emotional environment can make or break a sale. But by taking on a good attitude, Agents can shape a prospect's mood. Agents who are sensitive and aware of people's emotions, will know when it's not a good time to talk.

Use focused networking.

Not everyone you encounter will buy a policy from you. However, it's still good to stay in contact with these people because later on they could be good referral sources.