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Property & Casualty Sales Essentials Series



Synopsis

The National Underwriter Sales Essentials Series combines all of the most practical, proven sales techniques advisors, agents, brokers, producers, sales managers or agency owners need to convert prospects into customers, win new business, and to grow sales. The Property & Casualty Sales Essentials series combines the three top-selling sales titles by Randy Schwantz, creator of The Wedge. The Wedge - offers a powerful, proven technique to distinguish agent from the incumbent and win new business. Helps dramatically increase "win ratio" and add satisfied clients to book of business by researching a potential client, building rapport, and discovering the client's inner dissatisfaction in the current relationship. Red Hot Introductions - This fast-paced book shows the agent how to transform typical referrals into rejection-proof "red hot introduction." Includes a six-step process to help develop the perfect script for conversations along with actual script examples. Teaches the secrets to winning more accounts, generating more revenue, increasing retention rate, and keeping a pipeline full of qualified prospects. Breaking the Sales Barrier: How to Develop Million Dollar Producers - An excellent resource for the sales leader, this book captures and explains the critical elements necessary to manage producers so that they can join the elite of the sales force. This "how to" book is filled with the tools that agency owners and sales managers need to develop a winning sales culture and what producers need to embrace it.

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