

Broker Business Development Programme

Content

The key objectives of the programme are to:

- Improve business revenues and up-selling opportunities
- Achieve profitable growth on both premium and commission income
- To increase understanding of a proactive approach to business development
- To build, and continuously develop, the skills required to develop their account effectively
- Improving personal organisation, self & time management skills
- Improving new business meeting skills
- Improve assertiveness, influencing & communication skills

Day One: Planning for Success

- Having a conscious Business & Account Development Plan and framework
- Identify the best strategies for developing business in the future
- Growing your account by cross-selling and up-selling – analysing your account, identify opportunities, introducing new products & policies at the right time, understanding features and benefits of each product/service/policy
- Making quality contacts - develop a network strategy and plan
- Building and proactively managing a 'live' pipeline
- Planning sales & self-marketing activity
- Evaluate the competition
- Improve planning & organisation skills
- Personal/team goals & objectives
- Managing self & time management effectively to ensure success
- Understanding your communication style, how you work and identifying areas for improvement (using Insights Discovery)
- Assess your current business development skills and areas for development

Day Two: Business Development

- Understanding the client's requirements
- Understanding the sales and buying process from both sides – understanding what makes people buy
- Managing the sales meeting – preparation, objectives, agendas, first impressions,
- Agreement on the sales objectives and developing the win strategy
- Win theme - Defining your concept and unique suitability to supply
- Developing your relationship with the buyer network (who are the decision makers, what are they looking for, how can you influence them?)
- Creating compelling reasons to change from their current broker to you
- Buying signals and closing the sale
- Understanding and overcoming objections
- Effective communication skills – body language, questioning, active listening, funnel technique, positive language, brand talk, SPIN technique