

churchill™

Churchill Insurance

➤ **Client Needs and Objectives**

Approaches to selling insurance needed to change as new FSA regulations were about to be introduced. In a more highly controlled environment, customer service representatives were finding it difficult to relax and build relationships with customers. We were asked to design a programme for staff and team leaders that would:

- Provide a different approach to sales training
- Inspire and re-build the confidence of the telephone sales team
- Team Leaders to learn 'coaching' skills to offer immediate benefits.
- Engage and up-skill the in-house training team

➤ **Our activity**

Team Leaders, CSAs and Managers consulted through forums & workshops

Design and delivery of training across 2 sites:

1. Two-day Coaching for Sales' course for Team Leaders
2. One-day 'sales' course for CSAs

- Understanding your customer
- Projecting a positive and professional image
- Building relationships
- Listening and acknowledging
- Beliefs and performance

Follow-up individual coaching observations for Team Leaders

'Train the Trainer' – training handover, accreditation and support for in-house team

➤ **Results**

- Both sales and overall conversion rates increased
- Motor same day conversions up by 2.22%
- Motor overall conversion rates up by 1.05%
- Customer satisfaction up by 4.3%
- Improvements sustained over time