

Agria Pet Insurance



REAL RESULTS
2 DAYS OF
WORKSHOP
TRAINING FOR
25 AGENTS
TO ACHIEVE
AN INCREASE
IN SALES
CONVERSION.

ROI:
CONVERSION
INCREASED
FROM 38%
TO 56% AS A
DIRECT RESULT
OF TRAINING.



This project was initiated to raise standards in soft skills and to increase the conversion of quotes into policies. The training was themed 'Stick Buy It' as this had a pet theme and the TNA revealed that agents were 'giving up' too soon.

Overview

The brief was to create a bespoke training programme for Agria Pet Insurance, specifically for the teams processing quotes; with the purpose of boosting their sales conversions through effective sales conversations that are increasingly personalised and successful; whilst still maintaining FCA compliance.

We conducted an in-depth training needs analysis of conversations to establish the opportunities to have improved sales conversations, whilst remaining compliant. This involved understanding the 'secret sauce' of top sellers, exploring the blockers to selling with focus groups of advisors and understanding how the team managers coached communication and sales skills.

We soon learned that some Advisors were making assumptions too early in the quotation process that the Agria price would not be as competitive as other policies. This made them almost 'give up' on the potential sale. However

these were not 'like-for-like' and also demonstrated that the Advisors often placed their own frame of reference in relation to price onto customers. As a result we created a 'stick buy it' theme which brought in the fun pet theme and the concept of sticking with the quote to help customers buy it.

The training consisted of a foundation day in communication skills and then an advanced sales training day. Both workshops were extremely practical and interactive, with engaging games, creatively themed around the context of pet insurance.

Anecdotal Comments

- It's great to have someone from outside to come in and share a fresh outlook and experience. This course was tailored and implemented brilliantly!
- I am confident I will be able to put some of this content into any day to day work. I look forward to putting what I have learnt into practice
- I really like the fact that the course had a big focus on mind set and how we

influence the customer perception.

"After the training you delivered my team is on fire! The conversion rate has increased from 38% to 56% on outbound! We smashed our all-time business record for best month ever today. I am delighted, as you can imagine."

Danni Parsons-Moore, Head of Contact Centre,

Conclusion

This bespoke programme was extremely well received by all the delegates. Each group found the interactive nature of their course and the content valuable to their roles. Jenifer reported that all the groups were extremely positive and engaged fully in the delivery of the programme.

As well as anecdotal comments provided we ask each individual to choose three words to describe this course. Here is a selection of the words chosen: informative, energising, insightful, relevant, interactive, practical, empowering, motivating, encouraging and educational.

