

Don't Miss Out: Explore What's Coming to Agency Academy



The Agency Academy is excited to invite you to partake in the upcoming sessions of Agency Academy Connections, providing hour-long samplings of learning opportunities. Four sessions are scheduled:

Building Relationships Through Questioning

Thursday, August 10 at 9 a.m. EST

Each new business or service interaction requires gathering information. You can ask questions to simply complete an application or fill fields, or you can use the interaction as an opportunity to ask relationship-building questions. By asking relationship-building questions and getting to know your client, you will build a trust-based relationship that will last far longer than a transaction-based one.

<https://bit.ly/Connections810>

Handling Objections

Wednesday, August 16 at 1 p.m. EST

Prospects generally have one of four reasons for saying no to our offers. Join us as we discuss why people say no, how to anticipate their objections, and how to handle objections when they arise.

<https://bit.ly/Connections816>

Understanding Behavior Preferences

Tuesday, August 22 at 3 p.m. EST

We have preferred ways to act and interact with others, and so do our customers. How effective we are with others depends on how we take others' preferences into account and how well we control our own. Having a better understanding of these preferences and utilizing versatility can help us resolve or even avoid unnecessary conflict caused by interpersonal friction.

<https://bit.ly/Connections822>

Customer Service Versus Customer Experience

Wednesday, August 30 at 11 a.m. EST

Customer service is usually demonstrated through one interaction with a business representative, whereas customer experience is the overall experience of delighting customers at every touchpoint with your brand. Customer experience is also proactive versus reactive. In this session, we will discuss examples of both and how you can create and measure customer experience in your agencies.

<https://bit.ly/Connections830>

Please note: You don't need to register for these events. The links above will take you right into the meeting at the scheduled time. To make sure you remember, you can copy the links and add them as meetings on your calendar.

[Click here](#) for the course flyer available for sharing.

Please plan to join us! Questions? Email agencyacademy@fmins.com.