

Register Now! Indispensable CSR is Coming to You



We're coming to Indiana! The Agency Academy is excited to invite you to partake in the upcoming session of **The Indispensable CSR**. Registration is now open. The Agency Academy offers learning and development opportunities that aim to support your agency in the sales process, strengthen client relationships, and improve customer satisfaction.

In many cases, the customer service representative within an agency is the lifeblood of day-to-day operations. Designed for Personal Lines or Commercial Lines customer service representatives, this course will focus on questioning, listening, and relationship-building skills to help grow your agency's client base and maintain existing clients. This course will focus on the following learning objectives:

- Understanding the basics of a more consultative approach, whether it be in person or over the phone
- Demonstrating the art of asking questions and listening to understand client needs
- Understanding and answering questions about basic coverages
- Understanding why and how to cross-sell other lines of business
- Understanding and crafting a personal brand

Participants are eligible for four continuing education credits. One in-person session is planned:

Tuesday, September 19, 2023 | 9 a.m. - 4:30 p.m. EST (lunch provided)

Marriott Indianapolis North, 3645 River Crossing Pkwy, Indianapolis, Indiana

The deadline to register is Friday, September 8.

Please plan to join us! Spots are limited, and this course fills quickly, so don't hesitate to register. Email agencyacademy@fmins.com to register.