

Register Now! Join Us For The Indispensable CSR Course in 2023

Agency Academy



We are excited to announce three upcoming sessions of The Indispensable CSR course in 2023. 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:

- Understanding the basics of a more consultative approach to selling 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 who attend the **in-person session** are eligible for four continuing education credits. Please note, the locations of the in-person sessions are different.

Two in-person sessions are planned as follows:

- **Thursday, January 26, 2023 | 9 a.m. - 4:30 p.m. EST (lunch provided)**

Courtyard by Marriott, 11 Monroe Ave NW, Grand Rapids, Michigan

Deadline to register is January 17, 2023.

- **Thursday, February 23, 2023 | 9 a.m. - 4:30 p.m. EST (lunch provided)**

Frankenmuth Insurance, 1 Mutual Ave, Frankenmuth, Michigan

Deadline to register is February 9, 2023.

Participants who attend the **virtual session** will not receive continuing education credits.

One virtual session is planned as follows:

- **Tuesday, January 31, 2023 | 10 a.m. – 3:30 p.m. EST**

Deadline to register is January 23, 2023.

NOTE: Continuing education credits are not included for the virtual session.

Please plan to join us! Spots are limited, so don't hesitate to register. Email agencyacademy@fmins.com to select your preferred date and reserve your spot.