

Back by Popular Demand: Frankenmuth Insurance's 'The Indispensable CSR'

Last month, the Frankenmuth Insurance Agency Academy held its first course, "The Indispensable CSR," which was a big hit. We want to give every agency the opportunity to take advantage of this course, so we are offering The Indispensable CSR once again on Sept. 12 at our home office in Frankenmuth!

"The Indispensable CSR" is a unique opportunity to deepen your skills as a CSR and help your agency grow.

After attending this event, you'll be able to:

- Implement effective questioning techniques focused on uncovering the need behind the need
- Demonstrate the value of cross selling to the customer and agency
- Effectively sell and market both over the phone and on social media
- Model a contagious personal brand to customers and within your agency

For more information and a complete agenda, [click here](#).

The Indispensable CSR will be held from 9 a.m. until 3:30 p.m.

Space is limited and deadline to register is Aug. 31. Lunch will be provided.

To register for this course, [click here](#).

We look forward to providing you additional great educational offerings in the months and years to come.