YOUR CSRs CAN SELL MORE... AND LOVE IT!

The CSR Mastery Program helps turn those inbound calls into “money calls!” Your CSRs can easily double their closing ratio with proven scripts, techniques and tools. They’ll love how easy it will be for them to get rapport and win the trust of prospects and customers!

Cross Sell More Clients
The easiest money your agency will ever make... and it’s usually left on the table. Your CSRs will develop a “Cross Sell Consciousness™” that multiplies your income, locks the gate on competition – and increases client retention!

The Most Powerful Scripts In The Industry
Michael Jans has been called “The Greatest Copywriter In The Industry” – and every script is personally designed by him. Your CSRs will have an instant template for success. Even better, they’ll get Michael’s “secret formula” so they can create their own scripts for anything your agency sells.

Agency Managers Save Time
Even though CSRs are the main connection between your agency and the marketplace, most managers and owners don’t have the time to create the SALES CULTURE and SYSTEMS that could make them more money. If you’re not getting the salabes you want and don’t have time to create your own training program, let CSR Mastery do it for you.

Get More Referrals
Everyone knows referrals have the highest closing ratio... And you can FLOOD your agency with referrals... if your CSRs have the right tools. Our CSR students routinely triple the referrals they get.

Deliver A “Wow” Experience... Every time!
Imagine if your agency became “the talk of the town” – and not just about insurance. But about delivering the greatest customer service in your marketplace. Our “Lagniappe Method” makes sure your CSRs deliver that “WOW” experience. (Price becomes irrelevant when clients have that solid “Positive Emotional Bond” with your agency!)

Staff Agendas Made Easy
Create a Sales Culture that LASTS. We provide monthly staff agendas that help you keep the conversation alive. This keeps your CSRs engaged in the most important conversations possible: selling more and making your agency a world class winner!

Training That Gets RESULTS
A members’ only website puts your CSRs in touch with a community of CSRs who strive for the best! It also gives them instant access to a “Mastery Library” of over five years of training calls, tools, special reports and systems. And periodically, they’ll be invited to participate in a LIVE interview with a CSR Super Star.

The CSR Mastery Program Features:

1. In-Depth Training Lectures: Your CSR will learn what REALLY works when it comes to closing more sales and getting more referrals. Each lecture is no more than 20 minutes long, although some sections are comprised of 2-3 videos.

2. Quizzes: Each lecture concludes with a quiz that are designed to prove they’ve mastered the principles of pulling in more profits as a CSR. These assignments reinforce and emphasize the principles of the training to help your CSRs attain mastery of these new concepts.

3. Skill-Honing Tools: This program is packed full of PROVEN tools GUARANTEED to increase your CSR’s conversion and closing rates. Each lecture includes at least one supplemental tool and specific “talking points” for additional discussion and practice after the lecture.

4. Power Packed CSR Scripting: These scripts will outperform EVERY script your CSR has ever used... this isn’t “hype” it’s FACT... based on thousands of real world “tests” in every imaginable agency in North America. We’ll not only give you and your CSRs PROVEN scripts for almost every conceivable situation, we’ll also give them the magic FORMULA to create any script they ever need.

✓ Added revenue from closing one more inbound call per week: $10,000
✓ Added revenue from cross-selling one customer per day: $25,000
✓ Added revenue from getting three referrals per week: $15,000
✓ Added revenue from bumping retention (for a small agency) by 2.5 points: $12,500

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