

SCORE – POD's

How to build effective points of differentiation

We all know that the insurance industry is one of the most competitive markets to be in. Direct writers and banks are doing their very best to take your customers away from you. Having the right tools to retain, acquire and grow are essential to any Brokerage firm's success.

I'm happy to present "SCORE – POD's - how to build effective points of differentiation", a course created as much for employers as for employees to provide tools, tips and techniques to identify and promote key aspects about their organization and products that sets them apart from their competitors.

The main objective of this course is to provide a workshop environment to identify those POD's that set the organization apart. Participants will learn when to introduce which of their POD's into conversations with clients, creating the highest value for your products and services in the eyes of your customers.

Differentiate yourself!

Course plan: SCORE – POD's - How to build effective points of differentiation

General information:

- ❑ **Title of this activity:** POD's - How to build effective points of differentiation
- ❑ **Length:** 2 hours (static online course, webinar) or 3 hours (onsite)
- ❑ **Number of participants:** N/A
- ❑ **Targeted clientele:** Owners and employees who are most in contact with clients negotiating sales and retention.
- ❑ **Training material:** All of the participants will receive a training guide. The facilitator will use a Power Point presentation as a visual support.
- ❑ **Learning strategies:** This course is deployed as an interactive workshop, with several group discussions and exercises. The participative style of presentation is very important with these types of sessions in order to fully implicate all of the participants in the learning process.

Main objective:

The main objective of this course is to provide a workshop environment to identify those POD's that set the organization apart. Participants will learn when to introduce which of their POD's into conversations with clients, creating the highest value (or price \$\$) for your products and services in the eyes of your customers.

Specific objectives:

At the end of this session, the participant will be able to:

- Identify 2 sets of key POD's; Carrier/Product, Brokerage/Brokering
- Learn the right timing to introduce them into conversations
- Learn how to use the appropriate POD's based on the customer's needs

Requirements

Participants need to be prepared to work at identifying elements relating to product, carriers, their Brokerage and their profession that set them apart from competitors. No other requirements are needed.

Program

✓ Chapter #1 – Understanding what drives value in the eyes of a consumer

- ❑ What do customers want?
- ❑ How do they want to feel when they purchase a product or service?
- ❑ What drives the buying process?
- ❑ Why closing starts at the beginning of the conversation
- ❑ Identifying the key elements of perceived value:
 - What are they
 - How do clients perceive insurance?
 - Which factors make them increase or decrease the price a client is willing to pay for insurance.
- ❑ Difference between customer service and customer experience
- ❑ The 8 key factors that drive customer experience

✓ Chapter #2 – How to build your POD's (points of differentiation)

- ❑ Three steps to guide the customer towards perceived value
- ❑ Understanding what POD's are and when to introduce your POD's into the conversation
- ❑ Understanding why and when we use POD's!
- ❑ Determining the key POD's that make your Products and Carriers unique.
- ❑ Determining the key POD's that make your Brokerage and Profession unique.
- ❑ Asking the right questions: key to identifying your clients needs:
 - What do they look for when it comes to purchasing insurance?
 - If they were to have a claim - what do they expect from their Broker?
 - What do they value in terms of their possessions and belongings?
 - What is it about their current insurance products that they like?
- ❑ Practical tools that can be used for effectively referring to your POD's going forward.
- ❑ Three secrets to the close:
 - Identify a need
 - Align your POD's with those identified needs
 - Personalize the POD's to create value