



INSURANCE
ASSOCIATION
OF THE CARIBBEAN INC.

SALES AND BUSINESS DEVELOPMENT

Online



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This Webinar will be held on:



12 September, 2023



9:00am - 12:30pm AST

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Registration Fee:

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NON MEMBERS - \$425US



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MATT OWEN-JAMES

Senior Training Consultant



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WHAT WE WILL COVER

- Identifying the need
- Communicating effectively
- Presenting the solution
- Closing the sale

SUMMARY

This course will provide the learner with the skills needed to conduct effective meetings with clients and prospects to really understand their need, both in a business and personal capacity. In an advisory space, it's important that a consultative approach is taken, and this course will discover a consultative approach to sales. The key to successful sales is within the relationship. The course will review key relationship building techniques to make the client feel listened to and understood, and this just beyond just their insurance needs; it's about understanding them as a person. The course will explore strategies on how to best present solutions based on the feedback received from the client. Finally, the course will look at effective ways to help identify and overcome objections when they are faced.

OBJECTIVES

By the end of this course you will;

- Be able to have effective dialogue to identify growth opportunities
- Identify different engagement methods to build a lasting impressions
- Be able to articulate the value of the product and service



MATT OWEN-JAMES

I am an experienced Training Specialist with a 15 year record of success in the insurance sector. With numerous roles including broking, account management, operations and learning and development, I am focused on maximising employee performance and competence, quality assurance, engagement and careers progression with effective training programs. I get excited to develop successful training plans that meet dynamic company and employee needs. Accustomed to collaborating with managers to hone in on unique requirements with the aim of growth.

I have had several roles in the insurance broking industry, including Account Management (both personal and commercial lines), team manager positions and operational positions.

Committed to learning & development and passionate to share my knowledge, experience and expertise to allow other to grow.

After achieving my Level 3 in Learning & Development, my next goal is to become Level 5 CIPD qualified