SALES & RETENTION MASTERCLASS

Intuitive and practical tools to deliver a human focused customer experience

CPD CERTIFIED
The CPD Certification Service

5% increase in **customer retention rates**

Increases profits by
25% to **95%**

PROVEN LINK BETWEEN CUSTOMER ENGAGEMENT & INCREASED RETENTION

"The most useful part of the event was learning how clients have very different personality driving forces. I'm now able to recognise these traits and adapt my sales techniques accordingly."
JO H. INSURANCE BROKER

This half-day workshop will develop your people's skills to enhance customer retention and improve conversion rates by:

- ✓ Identifying what an effortless experience looks like for their customers

- ✓ Harnessing the power of their personality to develop meaningful and valuable connections

- ✓ Applying these techniques in a live, safe environment across a variety of challenging scenarios

CXA'18
UK Customer Experience Awards
FINALIST

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BRAND BIOLOGY

SALES & RETENTION MASTERCLASS
WHAT PEOPLE SAID:

100% of attendees rated the event delivery via Actor Consultants as **EXCELLENT**

"Very engaging and used real life examples to build discussion points"

"Learning about the different personality types has enabled me to deal with customers better."

"I'm more self aware of how the words I use can impact others, i.e. don't say obviously. "

What inspired or motivated you from the session?

★ Understanding how I can adapt to achieve better customer outcomes

★ Watching actors recreate real-life situations encouraged an interactive learning experience

★ Collaborating with peers and sharing best practice

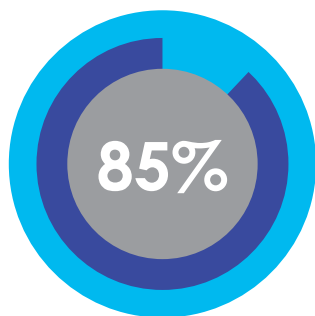**Did the event achieve its stated objectives?**
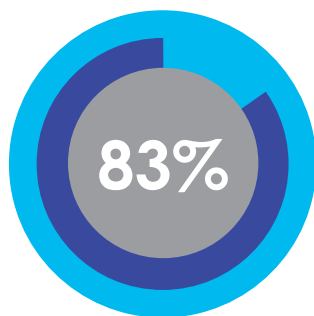**83%** Completely | **17%** Mostly

Overall assessment of the programme?
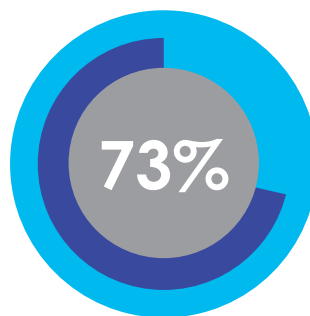**79%** Excellent | **21%** Good

85% Helped recognise own strengths & weaknesses

83% Learned how to adapt behaviours to suit clients

73% Enhanced ability to improve sales performance

Top **THREE** things learned from this event

Results have been collated from a number of events run in 2018 for several insurance companies

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