



Turning Service Calls Into Sales



REMOTE LABS

**ALL SERVICE WORK IS AN OPPORTUNITY FOR YOU
TO WORK UP A CROSS SELL**

GET YOUR CUSTOMER TO SAY YES TO A REVIEW

- Point out positives about their current coverage (remember, they are insured with you now; make them feel good about that.)

Talk path:

- "While I have you on the phone, let's do a quick review to see that you're taking advantage of all of our discounts and that we're covering you properly."

MAKE SURE TO TAKE CARE OF THE INITIAL CONCERN FIRST AND FOREMOST

- It's easy to get derailed during service calls if they're more involved than a simple change or a check-in.

INCOMING SERVICE CALLS ARE GREAT LEADS TOO!

- Do not look at an incoming service call as disrupting your sales calls. Look at it as an opportunity EVERY time. Take your time, and don't rush to get back to your lead list.

OFFER TO BUNDLE TO HELP LOWER THEIR RATE!

- Even rate increase conversations can turn into great opportunities for Cross Sales if you FOLLOW the PROCESS. Calm them down by addressing their concerns, then pivot to an account review!

THINGS NOT TO SAY

"Anything else I can help you with?"

- You're leaving control of the conversation in the customer's hands! That's NOT good.