

## 2 DAY Program\*

# 2022 Consultative Selling and Negotiations

March 29-30, 2022  
Kansas City, MO

July 20-21, 2022  
New York, NY

October 2022  
Scottsdale, AZ



# Consultative Selling and Negotiations



**WSIA** joins with Richardson, a global sales training and performance company, to produce Consultative Selling and Negotiations via videoconference on April 28, May 3 and 5. This three-day program focuses on expectations in transactional relationships, styles of selling and negotiating, and offers insight into individual strategies and habits.

This program is not about hard sales tactics. It prepares you to develop relationships which puts the focus on your customer rather than you; strong relationships are based on continuous transactions rather than a single point in time.

## WHO should attend

All brokers, managing general agents and underwriters who transact business. This program is most beneficial to those E&S professionals who have relationships with clients. They will gain a greater understanding of clients' needs and perspectives in a sales and negotiation process.

## Training Geared toward Business Transaction

### Learn the basics

There is a difference between selling and negotiating, and there is an appropriate time to do both. Some foundational basics discussed are:

- Sales styles and approaches
- Framework for sales and negotiations
- Negotiation tactics

### Seriously prepare yourself

Preparing yourself for the sale and negotiation process is key to a successful transaction. How you prepare affects your sales. Acquire tips to:

- Know your product
- Create your value proposition
- Develop measurable and short-term objectives

### Focus on your customer

It's important to stay focused on the customer rather than yourself or your company. Subject material covers:

- Customer's objections and steps to resolutions
- Real-life examples and exercises

## WHAT to expect

- Richardson has converted the two-day in-person program into a facilitated virtual learning three-day experience.
- Richardson experts and sales trainers lead presentations and discussions on skills and strategies to change behavior and win in a selling environment.

## Communicate throughout process

Dialogue is needed every step of selling and negotiating. How do you do this? This course provides an in-depth discussion of:

- Steps to open dialogue
- Nonverbal vs. verbal communication
- Solution dialogue
- Negotiation dialogue
- Selling and negotiating examples and exercises

## Evaluate yourself

After this program you will be better positioned to self-reflect, self-assess and develop your own action plan designed to enhance your success.

## WHEN & WHERE

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## REGISTRATION & COST

- Tuition is \$1,095 per participant
- Program schedule is posted and available on the Consultative Selling and Negotiations webpage at [www.wsia.org](http://www.wsia.org)

*“Rarely do I come out of a seminar or class feeling completely **empowered and ready to use** what I have learned, but this was **not your everyday class**. The class certainly paid off for me and gave me some great knowledge that I will use for the rest of my life.”*

— MARK EISENMANN, AMWINS

*“This program is focused, going in depth on the **full sales experience, building relationships** from the ground up, and the Richardson presenter is very dynamic and interesting... Really gives you the **confidence** and the **knowledge** to try a cold call.”*

— WHITNEY POMEROY, CAPSPECIALTY

## WSIA TECHNICAL & CAREER DEVELOPMENT



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[wsia.org](http://wsia.org)