

**1.5 DAY
Program***

2024 Collaborative Selling and Negotiations

July 17-18, 2024
Kansas City, MO

October 9-10, 2024
Scottsdale, AZ



Collaborative Selling and Negotiations



WSIA partners with Sales & Presence, which focuses on corporate training, consulting, workshops and events for individuals and teams who want to level up their sales strategy and improve their presence.

Collaborative Selling & Negotiations is a customized program developed specifically for WSIA members. The 1.5 day program focuses on “getting to yes,” key elements of the customer journey, and ways to communicate and negotiate that gain lifelong clients and drive success.

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

Informed Customer Selling

85% of business success is relationship skills. We will take a look at how sales has evolved to know why relationship skills are important:

- Sales then and now
- Client perspective, shifting your mindset
- Your role, build trust and educate

Know Your Customer

In a customer informed era, it is more important than ever to know what is important to your customer, what your value is, and how to prepare:

- Create your buyer persona
- Know your customers buy
- Define your differentiators

Communication is Key

We decide subconsciously within a second of meeting someone if we like, trust, and want to do business with them. How we communicate drives our success. We will focus on:

- Four communication components
- Communication for prospecting/initial meetings
- Skills to handle and negotiate objections

WHAT to expect

- Amy Reczek, Sales & Presence, has 18 years experience in the field, serving many as a high level Senior Sales Executive who earned countless awards and was ranked within the top ten national sales executives in her industry.

- Amy will lead conversations designed to enhance participant success in their work and personal lives.



Customer Journey & Your Success

60-70% of revenue comes from existing customers. Design an action plan for your customer journey. Learn how to:

- Develop a customer roadmap
- Network toward your goals
- Develop partnerships

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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Hotel reservations are your responsibility as they are not included in your registration fees. Hotel options near the training location may be found on the [program webpage](#).

COST

- Tuition is \$1,095 per participant.

*“Amy teaches what is **relevant now** and has incorporated the need to pivot as a result of what we’ve learned during the pandemic. She **knows sales**, is very available, goes out of her way to help, and is cited by other facilitators I know as **someone who inspires.**” — KRISTINA KAY, ACCURATE*

*“I interviewed 15-20 people to conduct training for our firm, and I was about to give up until I met Amy. I knew immediately she was the **right person!** She knows sales and can effectively deliver. She is an **expert at engaging an audience.**” — SHANNA SWEENEY, UPLAND CAPITAL GROUP*

WSIA TECHNICAL & CAREER DEVELOPMENT



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