



National Association of Professional Surplus Lines Offices  
Schools of Professional E&S Education

Results Driven Professional Development  
Throughout Your E&S Career

# Surplus Lines Consultative Selling Skills

2 Day Course

June  
1-2, 2016

Itasca, IL

[www.napslo.org](http://www.napslo.org)

## About The Program

**N**APSLO's Surplus Lines Consultative Selling Skills is a customized sales training program for any surplus lines professional who transacts business. The program is offered regionally throughout the year in small group settings so participants receive individualized career development.

The program is designed for surplus lines brokers, general agents and carrier underwriters of NAPSLO member firms, and complements NAPSLO's other educational and career development offerings.

Consultative Selling Skills is co-produced by Richardson, a leading global sales training and strategy execution company, well-versed in training for the surplus lines market.

## What to Expect



Participants receive customized surplus lines sales training geared specifically to transacting business in the surplus lines market. Attendees will:

- Develop skills to strengthen their overall sales acumen that are specific to surplus lines and are tailored to individual needs.
- Develop a personal value statement to use as a selling tool.
- Use real life surplus lines examples that both wholesale brokers and carrier underwriters regularly face.
- Participate in an interactive instructional environment that includes role playing activities and significant sharing of ideas and peer learning.
- Have post-course access to mobile online training modules that reinforce the on-site training.

# Surplus Lines Consultative Selling Skills

## The Pre-Course Assessment

Participants take Richardson's pre-course SkillGauge assessment. SkillGauge is a comprehensive portfolio of assessment and diagnostic tools that helps identify competency levels, diagnoses specific selling and prospecting training needs, and allows for a tailored learning solution. The tool helps instructors understand each professional's background and personal strengths and weaknesses and allows trainers to identify areas on which to work during the two-day on-site program.

## On-Site Learning

On-site, the program features real life surplus lines examples that augment the customized Consultative Selling and Prospecting training program, which is an in-depth look at sales as an interactive process.

Richardson's Consultative Selling and Prospecting skills program helps participants analyze the critical structure of a sales call or client meeting and provides a powerful roadmap for a successful, need-based dialogue. Coupled with Richardson's Six Critical Skills, the Consultative Selling and Prospecting framework enables surplus lines professionals at every level to more effectively execute sales conversations.

## Post-Course Learning

To reinforce skills from the on-site course, attendees will participate in a mobile application program called QuickCheck after the course. This twelve-week knowledge mastery process reinforces key concepts from the program two to three times per week and tracks progress through a reporting portal. QuickCheck takes participants through short in-app scenarios that help reinforce selling and coaching scenarios from the program. Learners receive immediate feedback on their responses and it helps them analyze their trouble spots where they need more coaching.

## About Richardson

Richardson is a global sales training and performance company that helps leading organizations improve results and provides customized surplus lines sales training.

Richardson focuses on: analyzing the structure and talent of the sales force; training and developing the sales team; and continuing the development through coaching and reinforcement. Richardson equips sales leaders with skills and strategies to win in a complex selling environment. Richardson is unique in its ability to create customized solutions that change behavior and provide measurable results for participants.

## Registration and Accommodations

Participants may register online at:

[www.napslo.org](http://www.napslo.org)  
by April 19, 2016

Registration is \$995 per student

**Training Location**  
RPS Itasca

**Training Date**  
June 1-2, 2016

Please visit NAPSLO's website for a list of area hotels and travel recommendations as well as refund policies and a detailed course schedule.

[www.napslo.org](http://www.napslo.org)

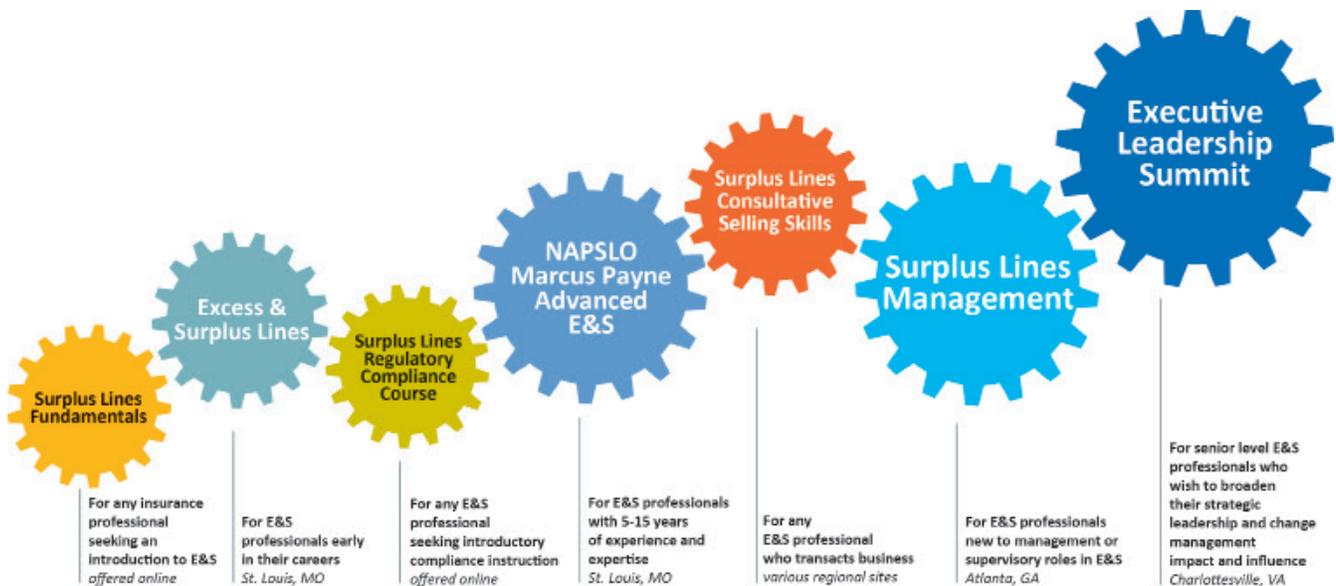


"NAPSLO's presentation of this course was fantastic. It was not just an informative sales course. It was fast paced and tailored to the E&S market with relevant, helpful and interactive examples. I would recommend this course to anyone with an interest in E&S sales, but it is a must for all brokers and underwriters new to the E&S world."

**Carl Dowling**, Catlin Insurance

"I participated in the first Consultative Selling Skills Course and the experience far exceeded my expectations. The instructors were truly able to customize the class in a way that helped me change the way I viewed the sales process and gave me tangible tools to apply to a variety of situations."

**Kyle Markuson**, AmWINS Group



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