



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

Results Driven Professional Development  
Throughout Your E&S Career

# Surplus Lines Consultative Selling and Negotiations

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2 Day Course

\$995 per attendee

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May 2-3, 2017  
Detroit, MI area

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July 18-19, 2017  
Newark, NJ area

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October 10-11, 2017  
Los Angeles, CA area

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

## About The Program

**N**APSLO's **Surplus Lines Consultative Selling and Negotiations** is a customized program for any surplus lines professional who transacts business. The program is focused on enhancing sales and negotiation skills to increase productivity and revenue. It is offered regionally throughout the year in small group settings so participants receive individualized, hands-on career development.

## Who Should Attend

Surplus lines brokers, general agents and carrier underwriters of NAPSLO member firms, should attend the program. Consultative Selling and Negotiations is co-produced by Richardson, a leading global sales training and strategy execution company, well-versed in training for surplus lines professionals.



### Selling = Interactive Process

This on-site program is an in-depth look at sales and surplus lines account placement negotiations as an interactive process. With a focus on real life surplus lines examples that augment the customized Consultative Selling and Negotiations training program, this program helps participants analyze the critical structure of a sales call or client meeting as well as subsequent discussions and provides a powerful roadmap for a successful, need-based dialogue.

The selling and negotiations framework enables surplus lines professionals at every level to gain a greater understanding of wholesale broker, retail agent and insurer underwriter needs and perspectives during the sales and negotiation process, resulting in more effective and productive business transactions.

### 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.

## What to Expect

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

- Develop a consistent sales process, framework and skills to help expand customer relationships, leverage internal resources and improve sales results.
- Develop a customer-focused approach and gain tools to prepare for sales calls and learn how to follow-up and close on premium and revenue-producing opportunities.
- Participate in an interactive instructional environment that includes role playing activities and significant sharing of ideas and peer learning.
- Learn and apply a consultative negotiations framework when negotiating surplus lines account placements to improve your bottom line.
- Develop skills and tactics designed to manage price resistance and pressure to achieve win-win negotiations.
- Improve self-awareness and receive feedback to assist in strengthening strategies and skills to achieve higher levels of excellence.

Learn more and register online at  
[www.napslo.org](http://www.napslo.org)

## What Your Peers Say About the Program

“I recently attended Consultative Selling and Negotiations and my expectations were not very high going in, but it did not take long to realize that this was not going to be just another class. The instructor’s knowledge of what she was teaching and the way in which she taught it was second to none. 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** - Vice President, AmWINS Access Insurance Services

“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. The program really gives you the confidence and the knowledge to try a cold call. I felt it really rounded out my knowledge base and gave me greater confidence in my position as an underwriter and, as always, was a superb networking opportunity.”

**Whitney Pomeroy** - Underwriter, Cap Specialty

