

## CLIENT CASE STUDY: INSURANCE SECTOR

### Company Profile

<b>Client</b>	The T F Bell Group Ltd
<b>Client Type</b>	Independent Insurance Broker
<b>Geographical Reach</b>	Nationwide
<b>Website</b>	www.tfbell.co.uk
<b>Partnership Duration</b>	2007

### Leading With Influence – Executive Development

Bespoke coaching designed for transference of advanced skills for effective leadership.

#### Effective Leadership Tools...

Having joined the Board, Andrew Bedford and Tim James, Directors at T F Bell Group Ltd recognised the need for a reflection on their effective leadership skills.

*“It seemed natural to have ROM involved. The content and presentation were very good and I felt it was **designed for us.**”*

Tim James  
Director, The T F Bell Group Ltd

ROM Consultancy was appointed on the back of a successful previous relationship with T F Bell Group Ltd.

#### Emphasising Our Good Points...

*“Our needs were heard and interpreted very well. It exposed our areas of concern and helped us approach these concerns in different ways. It helped us tweak our leadership approach, giving us the reassurance that we were doing a good job.”*



#### Designed Around Our Needs...

Tim James, Director, felt that this Executive Development Coaching was positively different from other seminars and enjoyed the flexible approach.

*“It was ok to come away from the agenda and discuss what was really needed. It was more of a discussion / forum rather than training i.e. Have you considered this? What do you think about this? **It was a positive approach and I enjoyed it.**”*

## Results: Confidence and Positivity...

The coaching has given increased confidence and tools for a more sophisticated approach to leadership. **“It makes you proactive to situations”**, says Tim James.

*“It gave us a greater understanding of the people we work with. For example, skilful delegation has resulted in reducing the amount of time and workload in putting things right. It means you can spend more time on leading the team. **These skills will last us a lifetime.**”*

Tim James  
Director, The T F Bell Group Ltd

### ROM Consultancy has:-

- Listened to our needs as Directors, in how to manage a team of sales people with varying degrees of skill level and strengths
- Given us the skills to identify individual’s strengths and use them to motivate everyone on both an individual and team basis
- Given us the skills to monitor, evaluate and guide our sales team to be even more effective and profitable
- Identified processes we can implement to ensure consistency of client and prospect contact
- Provided a clearly defined vision of our needs - Consultative approach
- Maintained a good level of personal contact, support and feedback
- Clearly demonstrated Insurance sector knowledge
- Embraced our company values

## ROM Services

The T F Bell Group Ltd has employed a range of ROM services including:

- **Business Development Consultancy**
- **Strategic Telemarketing**
- **High Level Appointment Making**
- **Converting With Influence Seminar**