

CLIENT CASE STUDY: INSURANCE SECTOR

Company Profile

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

Converting with Influence Seminar

Powerful seminar delivering personal skills to persuade and influence others, leading to successful sales conversions, increased client retention and business growth.

“All the Account Executives are using the skills and are now exceeding their targets”

T F Bell Vision

Andrew Bedford and Tim James, Directors at T F Bell Group Ltd appointed ROM on the back of a successful previous relationship, to deliver a skills training seminar to the sales team to increase quality sales conversion.

Andrew Bedford
Director, The T F Bell Group Ltd

The Directors’ wanted to provide the team with the tools to **improve relationship building with prospects** and use advanced techniques to **identify and skilfully match buying criteria**, in order to **increase the potential of closing a sale**.



Early Results: Confidence and Improvements

The seminar has shown early results and, within 2-3 months of the seminar, there are signs of increased confidence and overall attitude is much better. The members of the team have especially benefited from the seminar.

“The telemarketing team are getting better quality appointments and more information”

“The seminar lifted our confidence and it helped bring all our skills together. It also made us aware that we have got a really good team”

ROM Consultancy has:-

- Encouraged the **WHOLE** team to be involved in continuing to develop their skills
- Brought the whole team together for long-term improvement in performance
- Empowered the telemarketing team in achieving better quality appointments and gather more information
- Delivered skills to Account Executives who are using the skills and now exceeding their targets
- 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

Approachable...

“ROM were professional, efficient and friendly. Before the seminar, all our questions were answered. This gave us confidence in what we were investing in.”

Andrew Bedford
Director, The T F Bell Group Ltd

Really Understood Our Needs...

“Having listened to exactly what was needed and taking into consideration our company values, ROM demonstrated a good understanding and came up with a tailored seminar. **This put us at ease**”.

ROM Services

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

- **Business Development Consultancy and Strategy**
- **Strategic Telemarketing**
- **High Level Appointment Making**
- **Executive Development**