

CISR-DYNAMICS OF SERVICE

Sponsored By Alabama Independent Insurance Agents, Inc.

THE VITAL LINK BETWEEN CUSTOMER SATISFACTION AND LOYALTY.

The key to customer satisfaction is SERVICE. In the insurance business there is little question that Customer Service is the critical connection between customer satisfaction and customer loyalty. That's why Dynamics of Service is the country's fastest growing educational program for the Insurance Professional.

A Loyal Customer Stays With YOU.

In today's competitive market, it's not always how you get the business, it's how you keep the business that matters the most. In a world where customer satisfaction is no longer enough, companies that get ahead, and stay ahead are making customer loyalty their number one sales-service goal.

The Critical Connection The Tie That Binds

CUSTOMER SERVICE is the vital link between the sale and a satisfied customer. While new business is the life blood of any agency, satisfied and loyal customers are the heart and soul. Without question, dynamics are created when the sales and service process is blended into a single, seamless system. This system of true service is the fundamental platform between the customer and the company. It is the critical connection and the tie that binds customer loyalty.

The Dynamics of Service is a one-day program for INSURANCE PROFESSIONALS, and others involved in the service process, who want to make the most of their careers by increasing their knowledge and expanding their roles.

Dynamics of Service and YOU!

Dynamics of Service, a program offered by the Society of CISR, was created to provide the tools you need to ensure that your bond with the customer is secure. Dynamics of Service helps the career oriented insurance professional understand the service function from primary contact through customer satisfaction-and ultimately to customer loyalty.

Learn from Master Service Professionals

Dynamics of Service brings you rapid, measurable results and will improve retention percentages while decreasing loss ratios. Dynamics of Service will improve your skills and expand your knowledge in all aspects of the service arena.

In just eight hours you will learn valuable tips and tactics that you can use immediately and everyday.

*Explore the role of service as an integral part of the total delivery system-from the sale, to and through customer satisfaction.

*Target the "people" issues that surface daily.

*Learn powerful people skills and have positive impact on each and every customer.

*Analyze why the sales and service functions are a single, united force.

*Handle difficult people and unpleasant situations by improving your listening and communication skills.

*Increase your value and professional standing in the field of insurance.

A Message to Managers

Raise the skill level of your staff, instead of spending time correcting them or stewing over past mistakes. Send your employees to this powerful one-day program and watch their rekindled enthusiasm spread. Remember the contacts and daily communications of these employees can determine whether a customer will ever be frustrated again!

Important Information

Dynamics of Service is a one-day program of interactive learning. Registration begins at 7:30 a.m. The program begins promptly at 8:00 a.m. and concludes at 5:00 p.m. A group lunch is included.

All participants receive a comprehensive notebook outlining and detailing each segment of the program.

Registration is open to all insurance professionals, however space is limited. All registrations are accepted on a first-come, first served basis. All participants must present a photo identification to the on-site registrar at the course.

The Dynamics of Service Program satisfies the update requirement for all dues paying CISRs. However, you do not need to hold the CISR designation to attend.

Our Faculty: The Ultimate Answering Service

The men and women who present Dynamics of Service were handpicked for their real-life experiences as well as their powerful presentation styles. These professional trainers have just the right mix of experience, knowledge, and creativity. They direct this program with lots of interaction and some fun too.

REGISTRATION FORM

CISR- DYNAMICS OF SERVICE

Birmingham, December 7, 2010
Montgomery, December 8, 2010
Mobile, December 9, 2010

Name (Type or Print) _____ Designation(s) _____

Agency/Company Name _____

Business Mailing Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

Course Registration Fee \$175 per participant which includes the notebook, course materials and a group lunch.

Amount Enclosed/Charged: \$ _____

Pay by (Circle One) Check Visa MasterCard AMEX

Credit Card Number _____ Expiration Date _____

Name as it appears on card (PRINT) _____

Authorized Signature _____

Make checks payable and mail to:
Alabama Independent Insurance Agents

141 London Parkway

Birmingham, Alabama 35211

(205) 326-4129 ● Fax (205) 326-3086

www.aia.org

Cancellation Policy:

Cancellations received within 10 days of the institute date will receive a refund of 50% of the registration fee. Cancellations the day of the program and no-shows will not receive a refund or be allowed to transfer any of the registration fee to another date. You may transfer 75% of your registration fee to another class up to the day before the class is held. Substitutions are honored at any time without penalty.

In accordance with Title III of the Americans with Disabilities Act, We invite all registrants to advise us of any disability and any requests for accommodation to that disability. Your request should be submitted as far as possible in advance of the program you wish to attend. If you have any questions call (205) 326-4129.

Birmingham - December 7

AIA Office

141 London Parkway

(205) 326-4129

Montgomery - December 8

Auburn University - Montgomery

7430 East Drive

(334) 244-3641

Mobile - December 9

University of South Alabama

307 N. University Blvd./Student Center

(251) 460-6077

Approved For 8 Hours

Continuing Education Credit!

Updates Your CISR Designation!

8:00 a.m. - 5:00 p.m.

"MASTER THE ART
OF SERVICE"



DYNAMICS OF SERVICE

Birmingham December 8

Montgomery December 9

Mobile December 10

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ALABAMA INDEPENDENT
INSURANCE AGENTS

