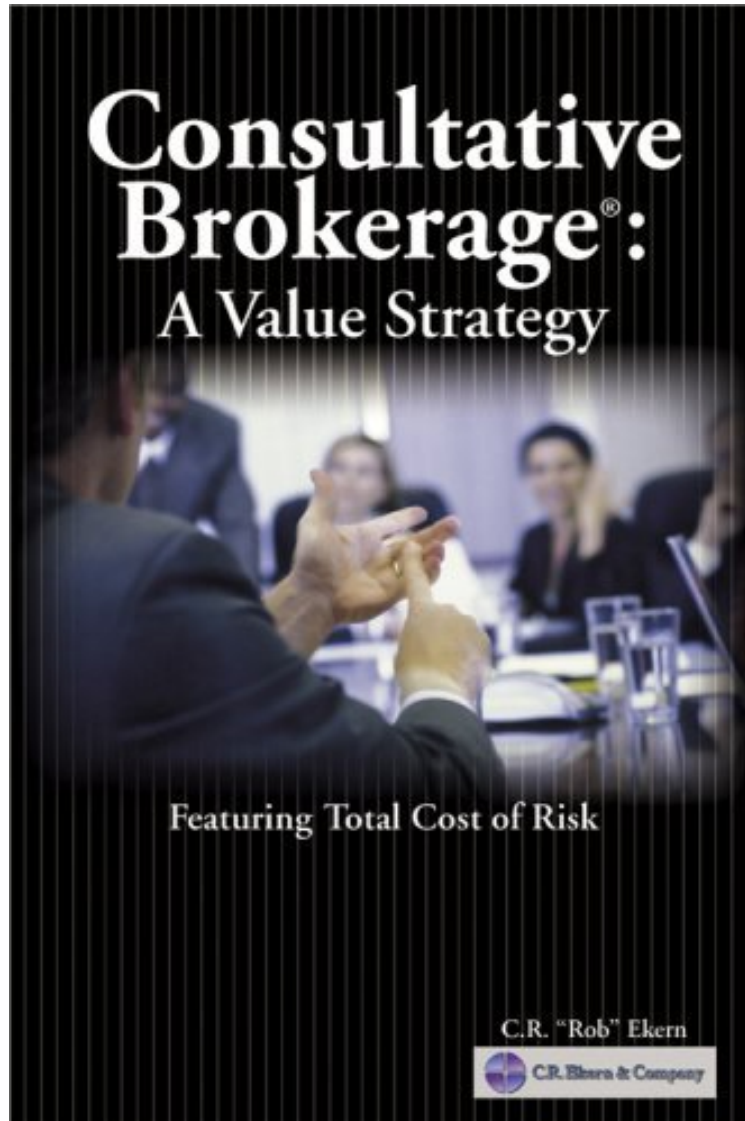


[Download free ebook] Consultative Brokerage: A Value Strategy

Consultative Brokerage: A Value Strategy

CR "Rob" Ekern

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#498697 in eBooks 2012-05-04 2012-05-04 File Name: B0080K3CVGlist_price | File size: 43.Mb

CR "Rob" Ekern : Consultative Brokerage: A Value Strategy before purchasing it in order to gage whether or not it would be worth my time, and all praised Consultative Brokerage: A Value Strategy:

2 of 2 people found the following review helpful. Excellent detailed planBy eric sammonsGreat book, detailed strategies on how to separate yourself from the competition. Goes way beyond most sales books which just provide basic generic, feel good sayings, this book delves into each step of the sales process, what to say and how to present and close.1 of 1 people found the following review helpful. Five StarsBy Courtney PinoGreat book to learn the TCOR method and become a Consultative Broker!0 of 3 people found the following review helpful. Two StarsBy timlightyI understand it is a second hand item but did not expect highlight markings and minor cover tears.

Consultative Brokerage: A Value Strategy is based on real life production success and client retention. Practical, workable, and highly profitable techniques make this book a must have for any producer, sales manager, seasoned broker, or insurance company professional. At a glance the book explains: How to establish a quantifiable value proposition that will attract and retain clients How to establish a business discussion with buyers that will differentiate your firm How to effectively utilize the concept of Total Cost of Risk (TCOR) How to make a quality presentation and stewardship report How to compete exclusively on broker of record letter Filled with over 60 charts and descriptive displays, this material has been over a decade in the making. Now, it is available to help you and your team learn such value strategies as: The difference between price and cost The language of working with a high level buyer How to reveal the real costs in a buyers program. Ways to stop the moving parts of a larger sale When and how to ask for the business Where to find resource capabilities and how to value them