

## 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

### 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**