



Consultative Brokerage: A Value Strategy

CR "Rob" Ekern

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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

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