

### Overview

Since 1922, State Farm has been on a mission to promote a customer-centric mission and vision among employees and agents. We feel that this customer-centric mission is most well-supported when our actions are guided and reinforced by the company's core sales philosophies: place customers first, operate fairly, and do the right thing for customers.

In a growing age of technology and efficiency, it can be easy to get distracted by sales goals and results, often resulting in less than satisfactory experiences for customers. Here at State Farm, we strive to put the customer first, always. Whether the objective is to increase sales or close more versatile policies, the customers' needs should always be our first priority. Customers should feel empowered in the decision making process, secure in the products they are investing in, and satisfied with the service they were given along the way.

## Sales Role Play Scenario

### Objective

Influence the prospective customer to purchase an auto insurance policy while educating the customer on the product and reinforcing the value of being a State Farm customer.

### The Scenario

You receive an internet lead for a potential customer inquiring about auto insurance. You are responsible for contacting the lead directly to spark further interest and engage in deeper conversation about their needs. Using the sales process highlighted below, engage in a dialogue that supports State Farm's customer-centric sales mission. Throughout the conversation, overcome any customer concerns while providing relevant value statements.

Begin the role play over the phone, setting an appointment with the customer to review the quote in person in the office (*approximately 5 minutes*). Once in the office, review the quote and close the sale (*customer must agree to the purchase(s)*) (*approximately 10 minutes*).

### The Sales Process

- Ask for an appointment in the office to discuss the quote
- Review the quote with the customer in the office
- Explain coverage(s) and discounts, as applicable
- Uncover any additional needs, but plan to pursue those needs in a follow-up meeting
- Close the sale and ask for referrals

### Resources

- [About State Farm](#)
- [Simple Insights from State Farm](#)
- [Car Insurance Coverage](#)
- [Auto Discounts](#)

## Customer Service Role Play

### Objective

Through a service related transaction, influence the current customer to purchase a renter's insurance policy and promote excellent State Farm customer service.

### The Scenario

A current customer stops by your office to make a payment on their auto insurance policy. They pay you with a check for the full 6 month premium. In the process of this service transaction, you uncover that they do not have any renter's insurance in place.

Using the sales process highlighted below engage in a dialogue that supports State Farm's customer-centric service mission. Throughout the conversation, overcome any customer concerns while providing relevant value statements.

### The Sales Process

- Recommend renter's insurance based on the customer's need
- Review the quote with the customer in the office
- Share the features/benefits that are relevant to the customer
- Explain coverage(s) and discounts, as applicable
- Uncover any additional needs, but plan to pursue those needs in a follow-up meeting
- Close the sale and ask for referrals

### Resources

- [About State Farm](#)
- [Renters Insurance](#)
- [Simple Insights from State Farm](#)