

Approach <ul style="list-style-type: none">• Professional introduction.• Quickly builds rapport and engages the prospect.• Smoothly transitions into needs identification.
Value Statements <ul style="list-style-type: none">• Provides value statements relevant to the customer’s preferences.• Shares the value of State Farm and the agent/team.
Identify Needs <ul style="list-style-type: none">• Asks questions and/or validation of information to better understand the customer’s needs.• Helps the prospect recognize additional needs that exist throughout the conversation using probing questions.• Uses probing to assess prospect’s reactions (verbal and non-verbal) to determine understanding of need.
Presentation of the auto quote <ul style="list-style-type: none">• The auto quote is presented in a professional manner, displaying subject-matter expertise. Presentation of the quote is logical, well-practiced, and persuasive.• Explains solutions for the customer articulating the benefits that best align with the customer’s needs.• Uses probing to assess prospect’s reactions to determine when the prospect is satisfied and/or ready to purchase.
Response to Customer Concerns <ul style="list-style-type: none">• Takes the time to clearly understand customer’s concerns and clarifies, when needed, before responding.• Uses appropriate response techniques to address customer’s concerns.• Confirms when/if concerns are answered. Asks questions after responding to ensure the concern was addressed to the prospect’s satisfaction.
Closing <ul style="list-style-type: none">• Uses effective closing techniques and asks for an appropriate commitment from the prospect.• Confirms customer’s choice and closes the auto sale.• Confirms customer’s understanding any additional needs and sets appropriate follow-up meetings.• Asks for referrals.
Communication Strategy <ul style="list-style-type: none">• Uses professional language, avoiding filler words.• Maintains a good tone and variation in pitch.• Displays active listening skills: does not interrupt, asks relevant follow-up questions, and welcomes prospect engagement in the conversation.• Appropriate use of non-verbal communication: eye contact, hand gestures, etc.• Shows enthusiasm and engagement, and exudes confidence in approach.