

**Overview:** This is one of a 4-part email series I wrote promoting a webinar for Agency Revolution. These emails generated 905 leads (a record for the company).

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**Subject:** Imagine hearing this when you walked into your office!

*Next month's Mastery Call is about "13 Ways to Get Your CSRs to Sell More".  
The following story is about what can happen when you implement what I'll be teaching on June's Mastery Call on [Date]*

Picture this.

On a Friday morning you walk into your office and hear one of your CSRs on the phone with a customer.

You smile as you hear her ask, *"What's most important to you: price, service or protection for your family?"*

Bingo! She's breaking the price trap. Love it!

As you continue toward your office your attention is drawn to another CSR who's on the phone with a customer.

You hear him say, *"Jim, you're a great client, and I'd like to have more clients like you. If the subject of insurance ever comes up, would you be willing to refer your friends or colleagues to me?"*

Wow. This is amazing! I'm so proud of my team right now.

When you finally reach your office you sit at your desk and open up last quarter's performance results.

You notice that compared to last year:

- Referrals have increased 162%!\*  
- Your agency's closing ratio went from 23% to 53%!\*  
- Cross-sells are up 34%!

But more importantly...

Your CSRs tell you how much they appreciate the new training they went through.

They tell you things like:

*"It completely transformed the way I do my job on a daily basis!"*

*"I remembered that I really do like, and believe in, the insurance industry. Even with all the ups and downs that come with it. And that it is a Noble Profession!"*

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Reality Check.

You may be thinking, "Sure Michael. Sounds nice but it's not realistic."

And I'm not surprised.

After working with over 2,500 CSRs over the last 15+ years, I understand the challenges you face.

But trust me... the above scenario can become your new reality.

And on [DATE] I'm hosting a live Mastery Call for agency principals only to show you how.

(CSRs are not invited because I will discuss some things that are of a sensitive nature to them, including references to various incentive programs).

For some of you this 1-hour intensive will be a reminder of things you forgot to do.

For others it will be tweaks to what you're currently doing.

And some of you will experience revolutionary breakthroughs as a result of acting on this.

To register for the Mastery Call <call to action>.

See you on the call.

Michael

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Michael Jans  
CEO, Agency Revolution

(800) 606-0477

[www.AgencyRevolution.com](http://www.AgencyRevolution.com)

P.S. After teaching the CSR Mastery Program for over 15 years these are the most powerful lessons I want to pass on to you. Please, don't miss it.

\*These are actual results from agencies that completed the training I'll be showing you on April 16th. To register for the live webinar click here and enter your information on the form.