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News

Richardson Selected by the Independent Insurance Agents and ...

October 01, 2002: 10:18 a.m. EST

PHILADELPHIA (BUSINESS WIRE) -

Web-based sales training curriculum to enhance selling skills of IIABA member agents

Richardson, a leading sales training and consulting firm, today announced that the Independent Insurance Agents and Brokers, the nation's oldest and largest national association of independent insurance agents and brokers, has selected Richardson QuickSkills (TM), an interactive online sales training curriculum, to improve selling skills of its 300,000 member agents.

IIABA will provide access to Richardson's coveted four-star rated eLearning programs to increase the sales and relationship effectiveness of its member agents via the Big "I" Virtual University. Richardson and IIABA have designed a comprehensive and interactive curriculum for new hires and junior agents, as well as experienced agents. The curriculum includes:

- Consultative Selling
- Consultative Negotiations
- Sales Presentations
- Developmental Sales Coaching
- Exceptional Customer Care
- Prospecting to Gain the Appointment

"IIABA chose the Richardson QuickSkills eLearning sales curriculum because it is the most comprehensive source of online sales training available today," says Madelyn H. Flannagan, vice president of education and research for IIABA. "A vast majority of independent insurance agency owners cite sales training for their producers as of one of their top priorities year-after-year. We wanted the ability to provide this much-needed training in the format that will allow these producers to remain productive while gaining new skills. Richardson's programs are just what our agents need - critical sales training when and where they want it."

"We are thrilled and privileged to support IIABA in the training and

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development of its member agents," says Linda Richardson, president and CEO of Richardson. "We respect IIABA's commitment to training and are looking forward to being a part of the value that IIABA provides to its members."

Richardson QuickSkills leverage more than 25 years of seminar and consulting experience to offer a flexible, interactive, high-impact training alternative to clients. Richardson QuickSkills are comprised of three parts that include:

-- 20 to 25-minutes of highly interactive training, challenging realistic scenarios, immediate/individual coaching, and feedback.

-- Robust optional training resources including trainer lectorettes, role plays, to-do lists, and tools.

-- Interactive assessment with feedback and individualized development plans.

About Richardson

Richardson (www.richardson.com) is a leading sales training and consulting firm. We accelerate the productivity of sales people by insuring they have the skills, strategies, and processes to achieve their objectives and implement their organization's strategy. Utilizing our comprehensive curriculum, coaching, and consulting, we help develop the critical skills sales organizations need to win.

Our curriculum includes sales, sales management, strategy, negotiations, and service training delivered through seminars, one-on-one and team coaching, and interactive eLearning.

Leveraging more than 25 years of seminar and consulting experience, Richardson now offers eLearning Richardson QuickSkills as a flexible, interactive, high-impact eLearning alternative to clients and individuals worldwide.

In addition, Richardson has formed a partnership with Harvard Business School Publishing to further meet the needs of clients by offering a broader eLearning curriculum to include leadership.

About IIABA

Founded in 1896, IIABA is the nation's oldest and largest national association of independent insurance agents and brokers, representing a network of more than 300,000 agents, brokers and their employees nationally.

Its members are businesses that offer customers a choice of policies from a variety of insurance companies. Independent agents and brokers offer all lines of insurance--property, casualty, life and health--as well as employee benefit plans and retirement products. Web address: www.independentagent.com

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