

# COMMERCIAL LINES CSR/ACCOUNT MANAGER SCHOOL



Customer experience is critical. Keep your clients coming back with well-trained CSRs.

**Target Audience:** New insurance professionals, specifically CSRs/Account Managers, who need fundamental commercial lines coverage and service training.

Excellent customer service: It's one of the most essential qualities of any successful business, and yet most agencies don't have the time or resources to train their new CSRs/Account Managers. Let Hartford School of Insurance (HSI) provide your service professionals with our industry-renowned Commercial Lines CSR/Account Manager training, so you can rest assured knowing that your clients are well taken care of.

HSI's two-week carrier-neutral Commercial Lines CSR/Account Manager School educates new service professionals about commercial lines insurance coverage, while also training them on how to effectively maintain existing accounts and cultivate long-term customer relationships. By providing them with comprehensive foundational industry training, CSRs and Account Managers become well-positioned to effectively and confidently communicate with Producers, insureds, and insurance carriers across all books of business. This program consists of three phases:

**PHASE 1**  
*In-agency*  
A foundation in insurance concepts, forms and coverages through reading and activity assignments in a structured four-week self-study course.

**PHASE 2**  
*Classroom*  
Comprehensive, two-week instruction on commercial lines coverage, service and skill development in an interactive classroom environment.

**PHASE 3**  
*On-Demand*  
A digital library of coverage, sales and skill-building exercises that can be utilized by students and their agencies to reinforce knowledge.

Throughout this program, students will have the opportunity to:

- **Learn** to effectively service new and renewal books of business for small, mid-sized and large commercial insureds
- **Retain** and nurture customer relationships through high-touch customer service and sales techniques
- **Provide** necessary information to carriers to obtain a quote proposal
- **Analyze** and recommend appropriate coverages to Producers and carriers
- **Document** files to help reduce agency Errors & Omissions
- **Differentiate** themselves from competitors by acquiring the Commercial Lines Coverage Specialist (CLCS) professional designation



**Tuition: \$3,995**

## 2018 SESSIONS

Franklin, TN  
Jan 22 - Feb 2

Pleasant Hill, CA  
Mar 12 - 23

The Woodlands, TX  
Jun 4 - 15

Annapolis, MD  
Aug 6 - 17

Hartford, CT  
Sep 17 - 28

**Ready to Enroll?** Visit [HartfordSchoolofInsurance.com](http://HartfordSchoolofInsurance.com) or call (800) 772-0208