



BUSINESS DEVELOPMENT AND TRAINING WORKSHOPS

www.safrisurebrokers.co.za

**AVAILABLE "FREE OF CHARGE"
FOR EVERY FUNERAL BUSINESS
WE UNDERWRITE**

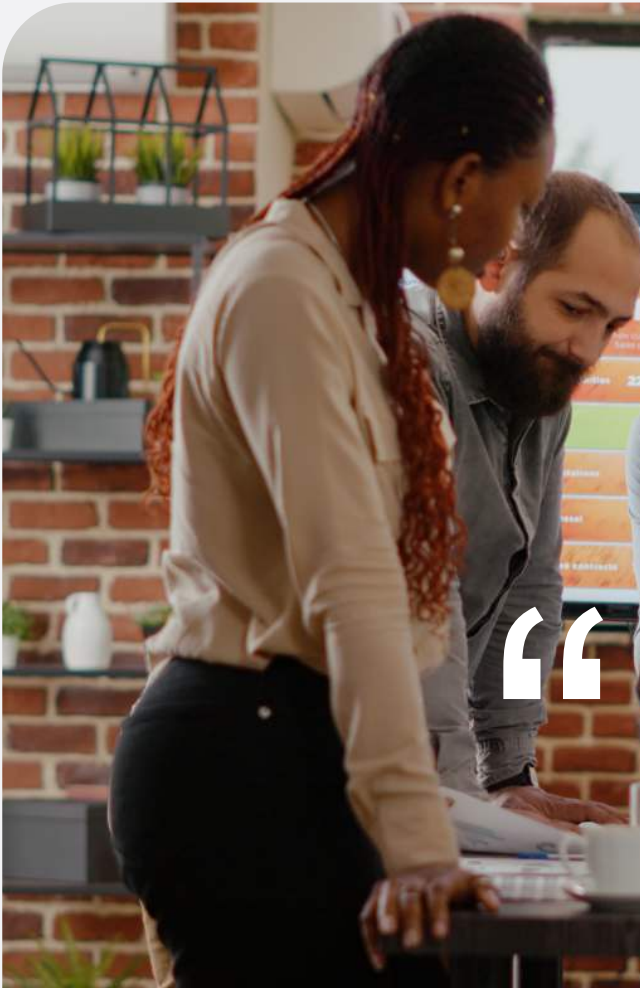
FIRST ENGAGEMENT WITH YOU

Help us to understand your vision, mission and purpose

If you contemplate starting your own funeral business or have an existing business, we would like to know :

- Why do you want to start your business?
- Why does your business exist?
- What problems are you solving for your customers?
- What is your short-term, medium term and long-term goals?
- Where do you want to be in the next 12 months?
- How do you want to arrive there?
- Why are you not there yet?
- What is your Unique Selling Proposition (USP) and why it cannot be copied?
- Do you know and understand the roles and the relationship between the key role players in the funeral and insurance industry?
- Do you sell to the customers or to the market?
- What are your current challenges and why they cannot become your future challenges?
- What is your enemy of success? Is it you? Your staff? Or lack of industry knowledge or lack of product development skills or non-compliance or lack of systems and procedures or just ignorance or complacency or lack of business acumen?





Our products will
assist your
business growth

Product Development

Most of the funeral business owners rely on copy-cats products model. Their funeral plans and services are not of their own origin. They have copied their competitors and maybe modified them a little bit. That is recipe for disaster. To develop products that will make you money, one has to take into account the following aspects: The value proposition generation model, a product easy to sell and easy to understand, the current market needs and challenges, the target market, the impact of technology, the impact of social platforms, the pricing and costing model, the product flexibility against copy-cats, the competition, the underwriters' terms and conditions and the industry regulations.

Business Structure

We create core departments needed in any funeral business, the personnel needed to work in those departments and their job descriptions, skills, experience and qualifications. Should your current staff not be able to meet those requirements; we will offer them training and together with you, place them in the right departments and the right positions. The structure of your departments should be able to talk to the departments of any underwriter, broker or administrators.

Marketing

- **Specialization** – what makes your product special?
- **Differentiation** – where, what and how are you different?
- **Segmentation** – who appreciate your area of superior service? Their demographics, psychographics? How do you describe your perfect customer?



Concentration

- How to focus your time, money and resources on the right product line and market?
- How to create a powerful appeal for your ideal customer?
- What are the best possible ways to contact your ideal customer?
- What are the best possible media?



Sales

We will train your team on how:

- To talk to the right people (customers)
- In the right market
- With the right product
- With the right sales process



Some of the most vital topics to be covered extensively in the Sales Training for SALES AGENTS/REPS are:

- Selling in the direction of the company's vision
- Identifying target market
- Creating Ideal customer profile
- The Value Proposition
- Sales Pitch – Sales Process – Sales Closing Techniques – Prospecting – Exceeding Sales Targets
- Highlight risks and opportunities (SWOT)
- Align Sales with Marketing



Underwriting procedures

We will take you through 4 phases of underwriting:

- Preparation phase
- Submission phase
- Underwriting phase
- Maintenance phase



Cash Management Strategy

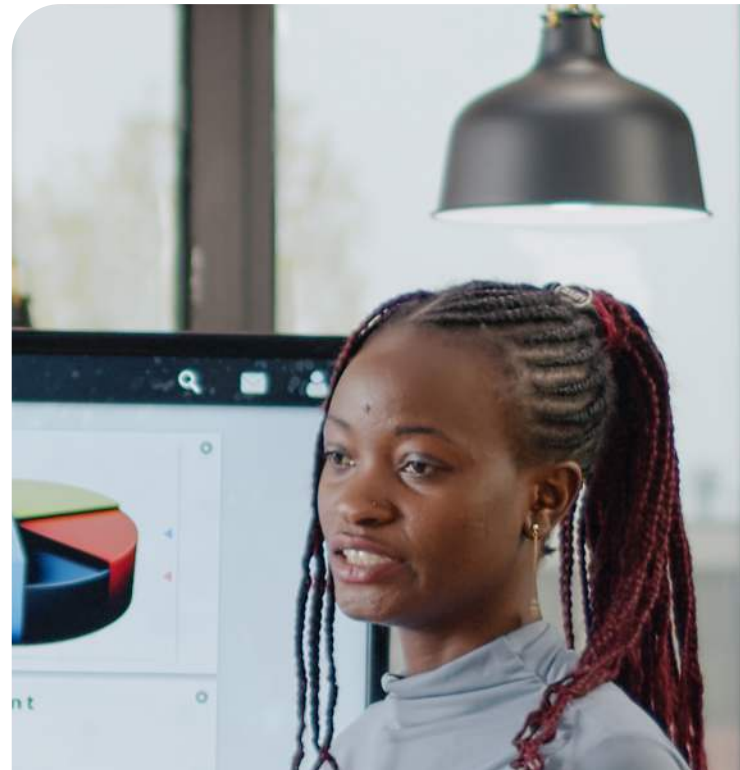
- Identify sources of cash (Revenue streams)
- Categories of the Revenue Streams
- Building relationships with the Sources of Cash



Sales

We will train your team on how:

- Administration software
- Compliance Framework (to include amongst other others: Conflicts of interest, Confidentiality policy, Anti-Fraud and Corruption policy, Employment agreement, Advertising policy, Basic procedure for appointment of reps, remuneration policy, risk management policy just to mention the few)



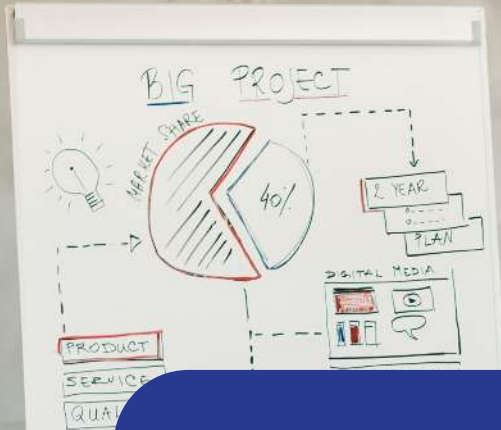
Some of the most vital topics to be covered extensively in the Sales Training for SALES TEAM LEADERS are:

- Team Leadership Skills
- Group Presentation Skills for (Societies, Social Clubs, Churches etc.)
- Hiring for Excellence
- Team Management Skills
- Product Training Skills
- Target Setting and Achievement
- Revenue goals
- Developing Sales and Distribution Channel
- Developing sales Budget





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Thank You!