



Evaluating the Cooperation with Mr. Attila Csergo

Mr. Attila Csergo was contacted by ČP (Czech Insurance Company) in order to motivate our Sales force to support the sales of selected, on-time paid product. The one-day-trainings were hold in Agencies, were offered on a voluntary base and any attendee could leave during the training, when feeling, the training does not bring value to him/her. The total number of participants was limited to a maximum of 15; however, it was exceeded quite often. Unfortunately, we evidenced mistakes from the side of Management, when selecting the right participants, since their profile did not match the requirements. In some cases sales people were sent to this training for “punishment”.

A total number of 20 trainings took place in all district cities, covering 316 participants.

Main Targets of the Training

- Motivate the Sales Force to sell the selected product (*not only parameters*)
- Increase the self-confidence of selected participants to close higher value contracts
- Eliminate the fear from negative clients’ reactions to the product

The Training Covered

- Motivational introduction and presenting the participants’ own success
- Refreshing the product’s basic parameters followed by direct implementation into practice in specific selling ideas, wordings, which represent the product’s advantages to clients
- Motivation and analysis of possible phone calls connected with “very original” referencing – asking for referrals
- Recommendation and practical tips for working with referrals for the future
- Handling objections

Fulfilling the Targets:

In general I can say that the targets and goals were met. The Sales results of our “Garance” product significantly increased after the trainings, mainly driven by sales people attending these trainings. **Our turnover prior the trainings were about CZK24 million per month. Sales results reached CZK58 million during the motivational training month.** The biggest increase in contracts was evidenced within two weeks after the training.

Some sales representatives were skilled enough to sell the very same day, right after the training, fueled by their enthusiasm. Those Sales Reps, who had difficulties to sell one-time paid products found out that it is not so difficult to ask for higher fees from clients. Most of these participants considered this as a big surprise. Mr. Csergo was able to use his own funny and realistic experiences and thus motivate even the “heavily burned-out” representatives and increased their self-confidence. The elite

representatives decided to contact more clients, the rest of them tried to implement some of the formulations and skills gained during the training into practice. This resulted in a 64% success rate, i.e. selling at least one contract of this kind, after the training.

Those representatives, who had semi-finished contracts, felt well armed by the new knowledge and skills, especially equipped by proper arguments to possible clients' objections, to lead them to signatures. In many cases, representatives contacted even those clients, who originally rejected them.

Evaluation of the Program

The program itself was developed with Mr. Csergo, where he had the freedom to utilize his own ideas and know-how.

The training was originally designed for 8 hours, however for practical reasons was tailored to a 5-hour one. This time was very often exceeded due to the interest of the participants.

The training blocks were separated by humorous stories from own experience and practice and jokes or video-clips, which supplemented the topic. This ensured the participants' constant attention. I would like to highlight the unique style and high energy level of Mr. Csergo when presenting. He is able to accommodate very quickly to the mentality of participants and quite quickly assesses their state of mind. He often used "stronger" expressions and cues, what was perceived rather positively and despite of the first surprise (not being used to this) was rated as very positive, being the unique style of the trainer.

The training program was flexibly adjusted to the requirements and needs of the participants as well as to the headquarters' requirements. You were not afraid to face conflicting situations, and solving them by using practical examples. The participants appreciated his practical and simple-to-understand attitude, approach.

General Evaluation

Mr. Attila Csergo is a very unique, charismatic person, who is able to motivate and enthuse many people, by his style.

We consider the goals set for the training as fully delivered. Most of the representatives evaluated the trainer on a level of "very good", and sometimes "well exceeding the average". Many of the participants were able to implement the gained knowledge and skill in practice right after the training.

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