



*Inspiring Leaders  
+ Engaged Employees  
= Passion, Productivity  
and Profits!*



**Majix Consulting Inc.**

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## DOES THIS SOUND FAMILIAR?

- There's not enough time in the
- Customers can be such a pain!
- Too much time on the day to day operations putting out fires
- TGIF
- Poor Communication

## DID YOU KNOW?

- The most important question to ask yourself about being in Customer Service is **WHY** you are there?
- In November a Gallop survey ranked Insurance Sales People as 16th out of 22 professions in terms of customers' "perceived honesty & ethical standards"?
- Your insurance customers' **primary motivation for renewal** with you is the quality of your **service** not price!

## Customer Service for the Insurance Professional

### Designed by an Insurance Professional for Insurance Professionals

Customer service is not an island unto itself. It is not simply a series of actions developed by the management of the brokerage that the employees memorize and replicate to ensure the success of retaining the business you have and acquiring new business.

That's is where this training differs from traditional customer service training where the focus is on "what to do" not the "why you do it". **This course starts with the Why.** Simon Sinek, author of "Start with Why" believes that when you start with "Why" passion exudes. People are social animals and they sense your passion and commitment which translates to authentic-

ity. Relationships follow and that leads to trust and ultimately loyalty.

### WHAT YOU WILL LEARN

- The most important question to ask yourself
- The importance of challenging your thoughts
- What real communication entails
- Components of real productivity
- The Myth of Multi-tasking!

### TOOLS YOU WILL TAKE AWAY

- The Power of 50 Minutes
- New Email strategy
- How to say NO with respect
- Customer Service Survey

- Underwriter Survey
- Productivity Planner

**Fee: \$129 plus gst**

**Continuing Education  
Credit Hours—3.75  
hours**

**Click Here for**

[Online Registration](#)

**Or go to:** <http://majix.ca/continuing-education-course-customer-service-alberta-british-columbia-manitoba-ontario/>

**Workshops available—**

**contact:** [heather@majix.ca](mailto:heather@majix.ca) or phone 780-570-3257 or 403-804-5478

## Heather Cournoyer, CCIB, CIP, CBF

With over 35 years' experience as an employee, manager and then business owner, she has inspired and mentored numerous associates and employees. After selling her most recent brokerage business, Heather concentrated on developing Majix Consulting Heather's enthusiasm, sense of humor and commitment comes through when she speaks.

She has lectured for insurance courses, spoken at many events

and was a contributing author for the Canadian Accredited Insurance Brokers course.

As a business owner, one usually doesn't have the time to research current trends, develop an understanding of human nature, successful communication techniques and more. Heather is constantly monitoring trends, researching and working with her clients to provide guidance. She has combined her extensive in-

surance business background and experience with tools learned from ASAP Engagement. (Advanced Solutions for Activating Passionate Engagement). In addition she has studied the work of Steven M. Covey, Greg Habstritt, Jim Collins, Brendan Burchard, John Maxwell, Robert Cialdini, Ph. D. , Dr. Daniel Amen and many others.