

Leadership Message

Own the sales side of service

Knowing what it means to serve includes taking care of our customers' financial security. We do that every day by selling them a product that provides protection for their financial security. Sales is a part of our mission. We have to be as vigilant about facilitating our customers' financial security through sales as they are at protecting our country and way of life.

We protect and defend by delivering exceptional customer experiences – a hallmark of COMPANY and a cornerstone in our strategy to build a financially strong and enduring organization. In this effort, your commitment to customer service is nothing short of phenomenal. This year, you are achieving 98.1 percent customer satisfaction for the top two block on statement 2 (Please rate the service provided by the COMPANY representative you just spoke with on this call.) and doing absolutely the right things for our customers. Our top-block customer satisfaction score is 94.5 percent, not far from crystallizing customer advocacy for COMPANY at 95. On top of that, you're already at an unbelievable 4.6 million referrals and on your way to exceeding the 6.3 million planned.

Referrals are all about making sure that we're meeting our mission by talking to our customers, listening to them and really applying our skills to make sure they're protected. Further delivering on our strategic priority – increasing the depth and breadth of customer relationships – involves a bolder approach than some of us may be used to. That's OK! If we weren't challenged everyday we'd never improve. But we've got to step up our efforts to lookout for our customers' safety by offering – selling – them the solutions they need.

Approaching each and every customer conversation with confidence, conviction and knowhow earns us the trust and honor of having a larger stake in looking out for their safety. So be assertive when appropriate, with the mindset that each solution serves as an added level of protection. Every customer should come away from their experience thinking this person is really looking out for me. Here's what you can do to make an even stronger impression and inspire customers to act:

- Speak with confidence and enthusiasm about the value of COMPANY.
- Delight customers with more than they know.
- Exceed customer expectations by listening for opportunities to help them beyond the purpose of their call.
- Own relationships by taking the initiative to schedule a time to call customers back.
- Close the sale to ensure the customer is protected.

These simple efforts will make a huge difference. Just ask your colleagues NAME1 and NAME2 about their efforts to close the business by opening the door. They recently helped a couple of customers see the full value of COMPANY.

- TITLE (video link) – NAME1
- TITLE (Link) – NAME2

Thanks for being on the COMPANY Team! And speaking of being a "Winning Team," you're blowing the doors off of this year's United Way campaign. Thank you for reaching out to so many families in need. If you haven't pledged yet, please join the team to help your community just like you help our customers. It's doing the right thing because it's the right thing to do!!

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