



GRANT CARDONE Sales Training University

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Case Study

Harkelroad Family Insurance saw an 80% increase in their business after enrolling their entire team into Cardone University, and is now the #1 Allstate office in the state of Indiana.



A native to Fort Wayne, Indiana Justin Harkelroad has come to be well-known in the community as a trusted resource for his work with many local organizations and families. This connection has helped his team develop a better understanding of the unique needs of their clientele, from retirement accounts to

college savings they help customers with a variety of financial solutions.

Harkelroad Family Insurance has become the leader in the Indiana market providing families a solution for some of the most important financial areas of their businesses and their personal lives.

Objectives

- Daily Training for Closing Over the Phone
- Provide Daily Motivation for Team
- Handling Price Concerns in the Deal
- To Build a Stronger Sales Culture

Solution

- Establish Daily Sales Meetings
- Daily Training Requirement
- Drilling Sessions Using *Quick Fix Solutions*
- Duplication of Cardone Follow-up Strategy

Results

- 80% Increase in Sales within 90 days of Launching Cardone University
- 35% increase in profitability
- Became #1 Allstate office in Indiana

Challenge

The biggest challenge of Harkelroad Family Insurance was keeping the sales staff motivated daily in the highly competitive insurance space in a very price-sensitive market.

In addition, for an insurance agent, building a book of business is of the utmost importance to ensure their long-term survival with the company. The lack of follow-up was costing the agency both revenue and talented agents and needed to be remedied.

Approach

Realizing that the lack of training was the culprit for the deficiencies, Justin enrolled his team into Cardone University.

At the management level, Justin implemented a daily sales meeting that incorporated role play of difficult situations as well as one-on-one meetings with the sales staff to address individual area of opportunity.

In addition to a daily individual training requirement, the team was also required to follow the Cardone Follow-Up method using the interactive Follow-Up Tool.

Results

After 90 days of following this program, the production in the office increased by over 80%. They saw a 35% increase in profitability, a "substantial" drop in client acquisition costs due to a higher closing ratios. Because of these improvements in the operation of the team, Justin's office skyrocketed to the #1 rank in the state of Indiana for Allstate.

Justin attributed the wins solely to the Cardone University training. It affected both the skill of the team and also the culture of the office.

"I have seen a dramatic improvement in how the team (including myself) is communicating with our clients. Cardone University has been the best investment I have made to date in my business.