

CASE Study • LEIBEL INSURANCE



NAME & POSITION: Travis Murray, COO

COMPANY NAME: Leibel Insurance Group

TIME TRAINING ON PROGRAM: 1 Year

LOCATION: Edmonton, Alberta



OBJECTIVES

- Everyone is typically at different places in their sales career journey and it was important to have training available to our team 24/7/365 that they could access, regardless of their skill level. Grant's pedigree speaks for itself and after seeing the content it was an easy decision.
- We wanted to improve production, develop muscle memory for objection handling and have a consistent approach to sales from our team.



SOLUTIONS

- This training is a privilege and started out as mandatory. Daily training to build muscle memory is mandatory.
- If someone truly feels that they do not want to participate, we handle that on an individual basis but there are perks for those who are fully engaged in the program such as preferential sales leads.
- Every meeting we discuss learnings from the course to some degree and this occurs twice a week.



RESULTS ACHIEVED

Sales:

- As of the end of August 2021, we saw a 61.2% increase over August 2020.
- **90% of staff now exceeding yearly quotas** – and it's only August. (Previous year only 20% had exceeded at this time.) This is definitely worth every penny that we're paying for Cardone. Very seldom in life do you get every cent of value from a product.

STAFF & CULTURE RESULTS

- Their ability to handle objections on the fly has massively improved. The course is based on repetition of the most important concepts and that formula has been extremely successful with our people.
- It has evolved from “training” to a culture and mindset. There are several phrases that we now use in our day-to-day discussions. Hearing Grant’s content being used with a client/prospect and the broker not even realizing that they are doing it is probably the biggest win of all.
- Last Thursday, we did a rapid fire of objection handles and the staff were immediately able to handle the objections – when we were done, I said, this team would have (EXPLICIT) eaten the lunch of the team sitting here 6 months ago.. They would have just crushed their old selves. They’re finely tuned athletes.



FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- In one word, outstanding. A product is only as good as its utilization. The same concept applies to after sale support. It’s extremely common to buy a product or service that had a high level of engagement from the sales team on the front end, only to vanish after the deal is signed. This is the exact opposite experience we have had with Cardone. I cannot recommend Morgan and the team enough.

ABOUT THE COMPANY

- Leibel Insurance Group is a second generation, locally owned and family operated insurance brokerage in Alberta. We offer Personal, Commercial, Life, Health, and Group Insurance. We work with many insurance companies, which allows us the opportunity to offer you the industry’s best coverage and price on your insurance needs.
- Founded in 1981, Leibel Insurance Group has been operating in Alberta for more than 30 years. We offer Personal Insurance which includes Auto Insurance, Homeowners Insurance and Umbrella Insurance. We also offer Commercial Insurance including Contractors Insurance, Rental Property Insurance and Group Health Insurance, as well as Health and Life Insurance.