



THE 5-STOP GPS

Exactly What to Say When Premium Rise

Course Description:

No one likes to deliver bad news—but it doesn't have to mean losing a customer. "The 5-Stop GPS" is a step-by-step course designed to equip agency staff with a proven conversational roadmap for handling premium increase conversations with confidence, empathy, and professionalism.

This practical, high-impact session breaks down the five distinct conversational "stops" agents should make when discussing price changes: from emotionally grounding the customer, to strategically framing the change, to reinforcing the agency's ongoing value. Participants will learn not just what to say—but when and how to say it—to transform a moment of tension into a moment of trust.

Blending field-tested scripting, live role play, and real-world examples, this course gives your team a GPS they can follow in every tough conversation—especially when it matters most.

Why This Is Important:

the customer straight to a competitor. This course empowers team members to take control of the narrative, protect the relationship, and showcase the agency's value even in tough conversations. Done right, these moments don't just retain customers—they deepen loyalty.

Learning Outcomes – Participants Will Walk Away With:

- A crystal-clear 5-step conversational framework that can be used immediately
- Practical scripting language that diffuses tension and builds rapport
- The psychology behind emotional pacing—and how to stay ahead of the customer's reactions
- Coaching cues to help staff master the "Tone Before the Talk"
- A shared language for internal role-play and skill reinforcement agency-wide

When your team knows how to confidently navigate premium increase conversations, they don't just retain more customers—they reinforce your agency's reputation as a trusted, professional guide in every season.

