

The Art of Selling Services

Getting Your Departments to Manage Risk

SLIDE 3

Envision Your Vision

- How do I get my departments to manage risk?

Envision Your Vision

- Who should I talk to?

SLIDES 4 & 5

Know Your Audience

- Who is your champion?

- What motivates them?

- Are they a people person?

Appeal to their _____

Case Studies

- The Sage Project
(EAGLE Award Winner – City of Lemon Grove)

SLIDES 6 & 7

Know Your Audience

- Are they technical?

Then show them the _____

Case Studies

- Ergo Express
(EAGLE Award Winner - Solano County)

SLIDES 8 & 9

Know Your Audience

- Are they trying to be recognized?

Then show them how to meet the
_____ goals.

Case Studies

- Get Out of Your Chair
(EAGLE Award Winner - Ventura County)

**For more information on the
EAGLE Awards**

<https://www.csac-eia.org/about-eia/eagle-awards/>

SLIDE 10

Your End Goal Should Align with Their End Goal

- What is most important to them?

SLIDES 11 & 12

Who/Where are My Resources?

- Internal Resources

- External Resources

How Do I Access/Get to these Resources?

- What is most important to them?
 - Public Agency Risk Management (PARMA) – www.parma.com
 - CSAC Excess Insurance Authority (EIA) – www.csac-eia.org
 - Public Risk Management Association (PRIMA) – www.primacentral.org
 - California Association of Joint Powers Authorities (CAJPA) – www.caipa.org
 - Risk and Insurance Management Society (RIMS) – www.rims.org
 - Association of Governmental Risk Pools (AGRiP) – www.agrip.org
 - Public Entity Risk Institute (PERI) – www.primacentral.org/peri/
 - Council of Self-Insured Public Agencies (COSIPA) – www.cosipa.org/
 - Emerging Insurance Professionals (EIP) – sacramento.eipgroup.org

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