



# Finding the Right Strategy: How to Grow Sales in a Title Insurance Company

By Chris R. Hanson Ph.D., Roger C. Lubeck Ph.D.

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As a follow-up to their first book, *Finding The Right Path: A Guide To Leading And Managing A Title Insurance Company*, Chris Hanson and Roger Lubeck from Corporate Behavior Analysts, Ltd., share insights and experiences on the changing nature of sales in the Title Insurance Industry in their new book *Finding The Right Strategy: How To Grow Sales in a Title Insurance Company*. *Finding The Right Strategy* focuses on using time-tested concepts as well as new sales ideas for the evolving digital age and is based on the authors 23 years of consulting. Title industry executives, agency owners and managers, sales managers and account representatives will discover in *Finding The Right Strategy*, practical ideas and guidelines for the development of sales strategies and tactics. *Finding The Right Strategy* includes chapters on selecting sales strategies, branding, the importance of customer service as a strategy, determining what customers value, measuring customer satisfaction, sales skills, creating a sales plan, keeping sales staff accountable, and sales strategies in the digital age.

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## **Editorial Review**

### **About the Author**

Chris Hanson, Ph.D. was the Executive Vice President of Corporate Behavior Analysts, Ltd. Chris held degrees in Behavioral Systems Analysis and Clinical Psychology from West Virginia University. He had over 33 years of consulting experience in the public and private sectors. Chris consulted with early childhood programs throughout the U.S. including establishing integrated services for HIV infected children and their families. Chris advised and coached business executives and managers in the title industry since 1991. In 2011, he co-authored with Roger Lubeck, *Finding The Right Path: A Guide To Leading and Managing A Title Insurance Company*. Chris was an avid back-country skier who loved B&W photography. Chris died in an accident in 2015. He is survived by his two daughters, Lindsay and Kristan, and his wife Cheriann.

**ROGER C. LUBECK, Ph.D.** Roger Lubeck, Ph.D. is President of Corporate Behavior Analysts, Ltd, and has over 30 years of consulting experience in real estate services, healthcare, higher education, manufacturing, and mental health. Roger has a Ph.D. in Experimental Psychology from Utah State University and degrees in Behavioral Psychology from Western Michigan University. In his career, Roger has been a business consultant, workshop leader, retreat facilitator, public speaker, speechwriter, assistant professor, researcher, parent trainer, and dogcatcher. Roger is married to Lynette Chandler, a Professor Emeritus of Special Education and author. Roger is the author of two business books with Chris Hanson, five novels, and a number of publications on customer service, leadership, management, marketing, and sales. As Editor and Publisher at It Is What It Is Press, Roger has edited three anthologies and a memoir by other authors.

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