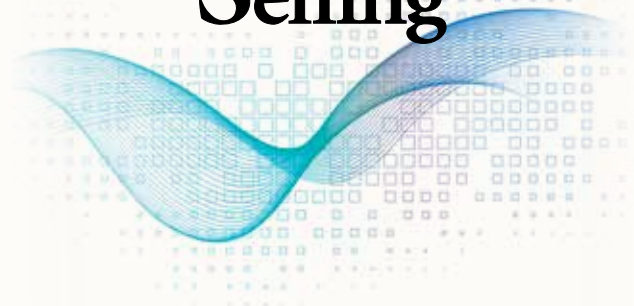


Trustworthy Selling[®] is a sales effectiveness program with proven results.

Increase sales effectiveness with Trustworthy Selling.

- Ensures dramatic behavioral change cost effectively and in a short timeframe
- Prepares producers for today's consumers
- Delivers maximum impact from field-tested techniques developed by industry leaders and research

Trustworthy Selling



Take sales to the next level, add a deeper dimension to relationship building, and bridge the trust gap!

Enable producers to gain a competitive edge by:

- Understanding buyer psychology and how consumers make choices
- Adapting their selling style to move consumers to action
- Focusing on the collaborative discovery process to foster trust and reduce tension
- Aligning with the mindset of consumers by using time-tested relationship skills

Target Audience

- Financial representatives just starting out, with less than one year in the business – Quick Start
- Experienced financial representatives who have been in the business 2+ years – Professional
- Multi-line financial representatives who need to pivot from P&C products to life products - Multi-Line

Content and Delivery

- 10 facilitator-led modules, using the latest multimedia technology, mobile access
- A turnkey process: Highly interactive participant experience, action-oriented planning tools, and follow-up coaching

With in-depth insight into consumer behavior, buyer and seller psychology, and top producer sales skills, this program provides an unparalleled approach to successful selling.

Trustworthy Selling[®]

888-785-4672

www.trustworthysellingdemo.com



Trustworthy[®] Selling

CURRICULUM OVERVIEW

10 FACILITATOR-LED MODULES THAT FORM A HOLISTIC DEVELOPMENT PROCESS

The Trustworthy Selling Approach

- Decrease tension and increase trust throughout the sales process
- Understand buyer psychology and the Six Emotional Drivers behind all decision-making and behavior

Understanding Today's Consumer and Market Opportunity

- Learn how consumers think about products and services
- Leverage strategies for establishing trust and reducing procrastination

Understanding and Adapting Your Sales Style

- Gain an in-depth understanding of your personal selling style
- Learn how to read your prospects' preferred communication style
- Increase sales by making a better connection with prospects and clients

Business Development Strategies

- Explore the psychological, strategic, and tactical aspects of prospecting and business development
- Use proven strategies to identify target markets
- Implement tactics, tools, and resources to penetrate those markets
- Integrate field-tested language to increase the quantity and quality of referrals

Rules of Engagement

- Use strategies and language to engage prospects effectively, whether on the phone or face-to-face
- Motivate consumers to engage in the sales process
- Learn power phrases used by top producers
- Communicate confidently and effectively

Collaborative Discovery

- Master Trustworthy Listening™ and courageous conversations
- Incorporate the RPM Questioning Model™ to dig more deeply and develop more-meaningful relationships
- Increase the sense of urgency and gain agreement to move forward

Gaining Commitment

- Internalize LIMRA's behavioral economics research
- Use the seven tactics to increase closing ratios by 29%.
- Help clients and prospects make better financial decisions

Deepening the Relationship

- Advance relationships with consistent communication and cross-selling
- Implement practical ideas on client segmentation, best practices for ongoing communication, and how to identify cross-selling opportunities

Seller Psychology

- Learn how the top producers in the industry think about the business
- Develop mental toughness
- Apply the psychology of peak performance
- Gain increased confidence

Trustworthy Selling Action Planning

- Utilize tools and resources for ongoing coaching and development
- Experience real behavioral change
- View Trustworthy Selling as an ongoing process, not just a one-time event

