

### Help your multi-line agents pivot to life insurance conversations.

Most of today's consumers are looking for trustworthy advisors who can help them address all of their insurance needs. Unfortunately, many don't realize that their home and auto agent is a full-service financial representative. Trustworthy Selling Multi-Line can help your agents proactively pivot to life insurance and retirement conversations in order to serve more of their customers' financial needs.

#### Your Agents Will

- Understand behavioral finance — how today's consumers really make financial choices
- Engage consumers by aligning to their mindset and preferences
- Naturally pivot to life and retirement needs by engaging in courageous conversations
- Quickly build trust using proven collaborative discovery skills
- Motivate today's consumers to act on their intentions
- Create cross-selling opportunities with communication techniques that deepen relationships

#### Why It Works

- Anchored in LIMRA research and field-tested language and techniques developed by the Hoopis Performance Network
- New skills are mastered through practice, role play, application projects, and follow-up coaching
- Lessons are made memorable through the use of real-life case studies

- Content is easily incorporated into day-to-day activities with a language reference guide, demonstration videos and other online resources
- Builds confidence and strengthens agents' ability to address all their customers' insurance needs

#### Delivery

- Completely turnkey learning system for company facilitators
- Materials available for live virtual classes and traditional/in-person classes
- Key resources and materials are accessible online from any device, including smartphones

#### Course Outline

- The Trustworthy Selling Approach
- Understanding Today's Consumer and Market Opportunity
- Understanding and Adapting Your Sales Style
- Rules of Engagement
- Collaborative Discovery
- Gaining Commitment
- Deepening the Relationship
- Seller Psychology
- Trustworthy Selling Capstone & Action Planning

#### Learn More

Find out how your agents can take sales to a new level:  
[info@trustworthysellingprogram.com](mailto:info@trustworthysellingprogram.com)  
[www.trustworthysellinginfo.com](http://www.trustworthysellinginfo.com)

**LIMRA developed Trustworthy Selling in partnership with the Hoopis Performance Network.**

