

Customer engagement begins with your representatives.

Today's empowered consumers are different. They want to work with people who truly understand their unique needs. And they want to work with people they trust. That trust is not easily gained, even with referrals. It requires authentic, caring language and courageous conversations that motivate today's consumers to act on their intention to secure their futures. Trustworthy Selling Professional helps your experienced financial professionals engage with more consumers to manage their financial needs.

Your Sales Professionals Will

- Understand behavioral finance — how today's consumers really make financial choices
- Incorporate small changes in language and technique to ensure greater client engagement
- Quickly build trust and develop stronger relationships with more consumers
- Execute courageous conversations with confidence
- Overcome self-limiting beliefs to take their business to the next level
- Prioritize clients to maximize time and capture cross-selling opportunities
- Grow premiums, policy counts, and clients

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 resource

Delivery

- Completely turn-key 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

Learn More

Find out how your agents can take sales to a new level:
info@trustworthysellingprogram.com
www.trustworthysellinginfo.com

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

