



Help new sales professionals achieve early success.

Today's empowered consumers want sales professionals they can trust. But do your new representatives know what it takes to establish that trust? Trustworthy Selling Quick Start overlays your onboarding process with crucial consumer research and proven sales techniques from successful representatives to launch new recruits into a successful career.

Your New Recruits Will:

- Understand how today's consumers really make financial choices
- Engage consumers by aligning to their mindset and preferences
- Internalize new language for obtaining favorable introductions and telephoning
- Quickly build trust using proven engagement and collaborative discovery skills
- Adopt peak performance psychology and productive habits for long-term growth

Why It Works

- It unites LIMRA consumer research with field-tested language and techniques drawn from HPN's network network of top advisors.
- 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.

Delivery

- Turn-key learning system for in-house training facilitators or managers
- Immersive digital guides for coaches and participants
- Key online resources and materials, accessible from any device, including smartphones

Learn More

Find out how your new recruits can take sales to a new level:

info@trustworthysellingprogram.com

www.trustworthysellinginfo.com

Course Outline

The Trustworthy Selling Approach

This module introduces participants to the Trustworthy Selling model and approach, designed to emphasize process, not product, by engaging consumers on their terms. It requires a keen understanding of buyer psychology and behavior in the marketplace and awareness of how trustworthy behaviors directly affect the sales process and the quality of relationships with prospects and clients.

Understanding Today's Consumer

This module focuses on the latest LIMRA research and provides new recruits with a deeper understanding of how consumers think about our industry's products and services and the way we communicate about them. The module addresses how to establish trust and decrease the procrastination so prevalent with consumers today.

Understanding and Adapting Your Sales Style

Here, participants complete the Personality Styles Profile (PSP), which provides them with feedback on their unique selling styles. We address the behavioral styles new recruits find among consumers in the marketplace and provide practical ideas such as language, presentation skills, and more to help them adapt their styles during the sales process.

Business Development Strategies

In this module, participants receive strategies for identifying target markets, as well as specific techniques, tools, and resources to help them penetrate those markets. We conclude with field-tested language proven to increase the quantity and quality of the referrals they receive.

Engagement Strategies

This module focuses on the strategies and language to effectively engage prospects on initial contact. New recruits learn how to overcome consumers' preoccupations and motivate them to engage in the sales process. The module includes telephone, face-to-face, and digital engagement strategies.

Collaborative Discovery

This module describes the benefits of engaging in courageous conversations with prospects and clients. We focus on the art and science of questioning to understand clearly the buyer's need. We introduce the RPM Questioning Model, providing a process to increase the sense of urgency and gain agreement to move forward.

Gaining Commitment

In this module, participants receive best practices to help them effectively present their solutions. They also gain a practical understanding of the power of "story selling," as well as connecting the features, advantages, and benefits of their products and services during the close. We focus on LIMRA's behavioral economics research, proven to increase closing ratios by 29 percent.

Seller Psychology

The ninth module in the Trustworthy Selling curriculum addresses the psychology of new recruits themselves. This includes a look at how top producers in the industry think about the business. In addition, the module addresses mental toughness and the psychology of peak performance that will help to motivate participants and increase their confidence.

Trustworthy Selling Capstone and Action Planning

We conclude the program with the "Trustworthy Selling Capstone." This module summarizes, demonstrates, evaluates, and integrates the principles and practices presented during the Trustworthy Selling experience. Capstone is designed to make meaningful and relevant connections between the curriculum and the job behaviors expected of Trustworthy Sales professionals.