SKILLSET

powered by **Trustworthy** Selling

Give your advisors what they need to succeed.

Our industry is at a crossroads, not only do we need to hire more sales professionals into the career, we need to improve our retention rates to meet the growing demand for our services. To support retention in the industry, sales professionals are seeking help with business development strategies and creating better client experiences.

Your Advisors Will:

- Be equipped with language and tools to confidently generate favorable introductions to grow their business.
- Be empowered through the art of questioning, designed to deepen relationships and move potential clients to action.
- Leverage proven language and skills used by top advisors in the industry.

Why It Works:

- It unites LIMRA consumer research with field-tested language and techniques drawn from HPN's network of successful advisors.
- New skills are mastered through practice, role-play, and follow-up coaching.
- Content is easily incorporated into day-to-day activities with a language reference guide, demonstration videos, and other online resources.
- It builds confidence and strengthens an advisor's ability to address all their customers' financial needs.

Delivery:

- Turn-key learning system for delivery by your company's facilitator or a LIMRA/HPN Certified Facilitator.
- One-day program delivered in a live classroom setting. Or, three 2-hour virtual classroom sessions.
- Easy to implement, easy to execute.

Learn More

Find out how your advisors can experience true success!

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www.trustworthysellinginfo.com

HOOPIS PERFORMANCE NETWORK

LIMRA®

Course Curriculum:

Business Development Strategies

Business Development Strategies address the strategic, and tactical aspects of prospecting and business development for today's environment. Financial professionals develop strategies and language that will help them overcome beliefs that may stand in the way of effective business development.

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

Learner Outcomes

Implement field-tested techniques and tools used by top producers in the industry for business development purposes.

Internalize and adapt field-tested prospecting language, as well as language for overcoming the most common prospecting objections.

Collaborative Discovery

This module on Collaborative Discovery is the cornerstone of the Trustworthy Selling approach. The collaborative discovery process is where the sale is typically made, and we help participants understand the benefits of engaging in courageous conversations with prospects and clients. We begin by focusing on consumer preoccupation and the value of good listening skills, then we explore the art and science of questioning to understand more clearly the buyer's need.

We introduce participants to the RPM Questioning Model™ to help them dig more deeply and develop more meaningful relationships. The RPM provides financial professionals with a process to increase the sense of urgency and gain agreement to move forward.

Learner Outcomes

Use Trustworthy Listening skills to deepen the relationship, break preoccupation, and help prospects to share more freely.

Master the art of questioning while equipping participants with the RPM Questioning Model designed to align actions with intentions.

Engage in courageous, caring conversations through magnification questions, while testing for alignment during the process.

We know that coaching improves adoption, which improves productivity!

SkillSet offers a 45-minute follow-up coaching session that helps to solidify the learning and adoption of the skills trained during the program.

Coaching is a very effective tool that improves the advisor's experience while helping leaders connect, collaborate, and build lasting relationships with their team.

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